

Business Beat

New Site Offers Options for Used Sports Equipment

by Chris Seymour

Would you like to buy, sell, trade or donate used sports equipment for free?

Glastonbury resident Tara Griggs has made all that possible on her recently launched website called www.swapmesports.com.

Griggs, who works in advertising at Aetna, got the idea for SwapMeSports.com when she noticed her garage was filled with outgrown sporting equipment. She talked her mother, Simsbury resident Carol Dornbush, into being her business partner.

The site invites people to buy, sell, trade or donate sporting equipment they no longer want or need, getting it into the hands of other people who can use it and possibly recouping some of their initial investment.

"It seemed like a no-brainer," said Griggs.

Griggs noted that websites like eBay and Craigslist were always an option to sell such equipment—but her personal experience persuaded her that this method was a "tedious task." By the time the seller pays listing, selling, Paypal and shipping fees, there's not much profit left.

"When it was all said and done, it seemed that you were better off donating the item or finding someone you knew who could use it," she noted in a company press release.

Enter Swapmesports.com, which launched on May 17 and has since seen 11,000 page views and had about 2,000 visitors. "We are seeing all kinds of people utilizing the site and it's been a lot of fun," said Griggs.

The website is free, but requires users to register with a username and password before ac-



cessing the site.

According to Griggs, there are currently "a couple hundred items" listed on the site for Hartford County. "Our focus right now is Connecticut, then we hope it expands outside of that," said Griggs.

Occasionally, items have been popping up on the site from locales around the country, including Michigan, Florida, New York and California.

Swap Me Sports is even gaining a significant following on Facebook, where the site has almost 600 fans.

The website recently launched a community events page that has seen quite a bit of activity. "That's gone crazy—people from all over New England have been posting their cycling [events] and their road races. We're seeing a couple towns posting sign ups for soccer registration and so forth, so that's been great too," said Griggs.

The website also plans to expand as users make suggestions. "I had someone email me that had some martial arts equipment, saying that was a category that hadn't been put up there yet," said Griggs. "We're adding to it as people make suggestions."

The site has even caught the attention of former professional baseball player Tommy John, who gave Swap Me Sports his endorsement recently.

The website is currently based at the Glastonbury home Griggs shares with her boyfriend Tim Hassan, her daughter Sydney and Hassan's daughter Izzy, both 10.

"Right now, it will stay at the house; obviously, we hope it gets to the point where we're adding other people to the team," said Griggs.

In addition to her full time job at Aetna, Griggs said she puts in another 20-30 hours a week on Swapmesports.com.