



HILLS & GARDENS

News & Views
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Carroll Gardens

Selling Your Cast-offs Online

By *Trudy Whitman*

You know that silk blouse you bought on sale that you never wore? What about that old wedding gift that you never could find a place for? These white elephants might sit on a shelf right next to a box of baseball cards your son promised he would remove as soon as he moved out of the house. In all likelihood, he's gone but the cards are still there. Take heart, all you reluctant hoarders! Now you can get cash for your clutter with the help of Brooklyn Net Sellers, a new Court Street business that opens on March 5.

Ellen and Jake Pittari and Ellen's brother, Rob Weinstein, had been searching for a business idea that would keep them close to home, but every time they came up with a viable notion, someone beat them to the punch. Then an item on www.entrepreneur.com highlighted the success of registered eBay trading assistants. These electronic en-

Everybody has stuff they would like to unload, but not everybody has the time or inclination to take digital pictures of their goods, list their tchotchkes with an online auction business, monitor the auction, wrap the items, and schlep them to the post office. This is just what Brooklyn Net Sellers is in business to do. Let's use a hypothetical fondue set as an example. You haven't used yours since 1974, but fondue is having a resurgence among foodies, and loads of folks out there in cyberspace are interested in yours. You bring your fondue set to Brooklyn Net Sellers (or have it picked up for a small additional fee). Jake, Ellen, or Rob will conduct some quick online research to help estimate its value. Next, the item is placed in inventory and you are handed a receipt. The item is then photographed and listed immediately on eBay. You receive a confirmation email with a link to your auction so you can watch bidders vie with each other for ownership of

sold. At the low and high ends, they take 35 percent (this includes all eBay fees) for items that sell for a \$100 or less and 18 percent for valuables that sell for over \$10,000. For things that fetch \$9.99 or less, there is no fee at all. A basic package, which includes a gallery photo and a professionally created description, is free. Packages that afford the seller more exposure—additional photographs, highlighting, etc.—on eBay are also available.

As she awaits the grand opening of the shop, Ellen Pittari has been honing her online auction skills at home. She says she is convinced that there is a buyer for everything, although online sellers must abide by certain rules. Asked for an example, Pittari responds that human remains and body parts cannot be traded online. Glad to hear it.

Brooklyn Net Sellers, 463 Court Street (Fourth Place and Luquer Street), 718 596 -9602.

www.brooklynnetsellers.com

★ ★ ★ ★ ★
 New York City winters can dish out a lot of weather that leads to wear and tear on our bodies. We may suffer from general malaise caused by lack of sunlight, colds and flu, clenched and aching muscles, the spare cold-weather tire that develops around the middle. Is there no relief? I felt better just walking through the door of Cornerstone Healing where soft music, candlelight, and exotic scents greeted me. (It's right across the street from Brooklyn Net Sellers and a great place to spend those extra bucks you pocketed by selling your closet clutter online.)

Anne Mok and Peggy Regis are practitioners of traditional oriental medicine who met as Master's degree students at the Pacific College of Oriental Medicine. Both are licensed acupuncturists and certified Chinese herbalists. Mok also holds a BS in pharmacology from Long Island University and practiced for ten years as a pharmacist.

In addition to acupuncture and herbs, Cornerstone offers massage therapy and facial rejuvenation, as well as smoking cessation and weight loss programs. Moxibustion, an ancient form of heat therapy; reflexology, which concentrates on pressure points in the hands and feet; and cupping are also available.

And to extend the feeling of well-being imparted by Cornerstone's gentle practitioners, take home a soothing bath oil or scented candle available from the shop's mini-boutique. Spring can't be that far off after all.

Cornerstone Healing, 476 Court Street, Fourth Place and Luquer Street, 718 254-4075, www.cornerstonehealing.net.



Jake and Ellen Pittari want to sell your stuff on eBay.

Photos by Trudy Whitman



Cornerstone Healing, an oasis of relaxation and rejuvenation on Court Street.