

New Web Company Announces Innovative Market Powered Commerce Platform Targeting the Construction Industry

Phil and Mark Olson today unveiled shortlister.net, an innovative online marketplace for the efficient pairing of solicitors and bidders of construction projects. The site aims to create a more efficient marketplace for individuals bidding construction projects while creating new employment opportunities for tradesmen searching for work. In addition, the site allows its members to search pricing information, which will be aggregated from member participation on over 650 different products/services.

“Shortlister will continue to evolve as the bidder and solicitor network provides valuable construction pricing feedback through user participation” says Mark Olson, President of Shortlister. Shortlister was conceptualized by the Olson brothers based upon the fundamentals of the network phenomenon. “The site is powerful, it’s dynamic but most importantly its member-rich content is provided by the users and will grow in size, meaningfulness and reach as our members continue to participate. As more solicitors continue to post new project opportunities and bidders continue to search for work, the marketplace and its content become beneficially accessible by all members.” In addition says Phil Olson, Shortlister CEO, “The Shortlister application is written to ensure that aggregated product and pricing information remains independent of the individuals participating. Users’ product pricing is surveyed post bid and anonymously aggregated into the product averages and never shared with the solicitor as line item pricing. It’s very important to us to maintain bidders’ prerogative to supply non-itemized totals to solicitors.”

Online bidding and lead services have become a practical necessity for many new and existing trade professionals and are becoming especially important given the softening economy. In addition, there exists a large information asymmetry gap when it comes to cost information within the construction industry; many consumers have no idea of the costs associated with construction projects, whether large or small. As such, Shortlister was created to help connect those with jobs and those looking for jobs but also to help educate construction consumers with realistic cost information.

At Shortlister.net individuals or businesses can post an unlimited number of projects and receive competitive bids from tradesmen searching for work opportunities. In addition, members can search for a variety of products and services and see what general pricing terms to expect given their planned project. Shortlister.net also provides a complete web-based account manager and communication tool that enables its members to effectively track their project activity, ongoing correspondence and completed bids/projects. Shortlister’s members currently enjoy all of these services for FREE.

The Olson brothers see an increasing number of professionals utilizing online bid solutions as the Internet continues to become the starting point for increasing numbers of people engaging in any sort of new purchase or project. They pointed out, “There are many professionals and firms that will use Shortlister as a powerful channel for building

their businesses, expanding their industry reach and increasing their exposure and contacts within their region.”

Shortlister.net launched on November 22, 2008. The website is 100% free and provides several benefits for its members, some of which include:

- 100% FREE – instantly begin posting and bidding jobs
- Optimize your project’s pricing and search FREE job leads
- Instant access to easily searchable construction cost information with costing data on over 650 products
- Full-service bid, solicitation and account management solution with no software to install or download
- Access to member participation that is growing daily
- Advertise on one of the fastest growing construction websites

For more information about Shortlister, please visit www.shortlister.net.