

For Immediate Release:

BarefootFloor.com: New Price Comparison Engine Helps Consumers Shop Smartly for Home Goods.

Comparison shopping engine and educational tool in one, BarefootFloor.com helps shoppers remodel homes with ideas and deals.

Jan. 11, 2011 - A new Comparison Shopping Engine and Home Remodeling Resource focused on home goods is now helping online shoppers to educate themselves on everything related to the home and to save money on a wide variety of products for the home.



BarefootFloor.com lets shoppers view the product they want to purchase along with the prices offered by various retailers for the item for comparison. **BarefootFloor.com** has larger pictures for easier browsing, more detailed categorization than any other CSE, a better navigation structure and more refined search filters. Consumers can find the best deals on the goods they want and then proceed to the retailer's site to purchase. Currently, shoppers can search for products ranging from flooring to appliances to home decor and electronics from hundreds of stores advertising on the site, including brand name favorites as well as boutiques and lesser known retailers with great prices.

BarefootFloor.com believes that educating oneself is an important step in any home remodeling project no matter the size. Finding the best deal on a product is one form of educating consumers but the site also provides other resources. For example, there is a [Home Improvement Guide](#) with articles on home remodeling, including extensive sections for kitchen and bathroom remodeling as well as a section on [remodeling materials](#) for various projects. Further, **BarefootFloor.com** runs a [Home Ideas blog](#) where beautiful and content rich updates introduce readers to home decorating ideas, seasonal posts cover everything from dog costumes to recipes and writers blog about their favorite items, stores and trends.

The site is continuing to grow and expand in size and function: **BarefootFloor.com** adds products daily, refines search filters continually for more accurate searches and will soon feature a Coupons & Specials section that will help consumers find even better deals on the home goods they need. **BarefootFloor.com** aims to be a one-stop resource for consumers embarking on home improvement projects, where they can get ideas, learn how to best implement them and then find great deals on the products they need to make their projects happen.