

SELL THEN SPEND

**Website offers
to buy those gift
cards you won't
use this holiday**

When you receive that gift card you won't use this holiday season for the store you would never shop in, don't just shove it into a drawer. A Toronto-based company called cardswap.ca has come up with a way to monetize that present. Frances Ho, the founder of the 18-month-old company, says cardswap.ca makes it money by taking a percentage of the value of the cards being



traded on its site. "We value the card and guarantee it," Ms. Ho says, adding that guarantee is only good for three weeks after a consumer purchases a card through the site. "Our busy season is January." An average transaction is \$100 and cardswap.ca will offer the seller between 65% to 75% of the value of the card. The card is then sold for 85% to 90% of the value to someone. Giftah.com is the other major site in Canada. *Garry Marr, Financial Post*