

Sears Holdings launches home manageme...

The site does no overt selling of merchandise. For example, the "Allergy-Proof a Bedroom" project suggests buying unbleached foam pillows and anti-allergy bedding, but provides no links to such merchandise from either of Sears Holdings' retail formats, Sears or Kmart. Similarly, the "Make Simple Curtains" project requires the purchase of fabric yardage, which neither chain sells.

The site also has an interactive component, allowing consumers to share their tips and experiences on each project. The "Unlock My Home" blog features posts from hands-on home owners. A group of "neighborhood helpers" is spreading the word about the site and its projects through Twitter.

"By offering everything people need to manage their home tasks and projects on one site, they don't have to worry about getting frustrating jobs completed around their homes. They'll be able to turn the 'to-do' into 'done' just like the pros," said Jim Hilt, chief home manager, Manage My Home, and divisional vp, Sears Holdings

About the Author

The Sounder Sleep Company Health, anti allergy bedding
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