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Finding the Best Price

According to this model, also known as a “search engine model,” a consumer specifies his or her need and then an intermediate company, such as [Hotwire.com](#), matches the customer’s need against a database, locates the lowest price, and submits it to the consumer. The potential buyer then has 30 to 60 minutes to accept or reject the offer. Many companies employ similar models to find the lowest price. For example, consumers can go to [eloan.com](#) to find the best interest rate for auto or home loans and to [insweb.com](#) for insurance rates. A well-known company in this area is [dealtime.com](#).

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