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ZooFaroo.com Launches New Online Social Marketplace.

Portland, Oregon (PRWEB) February 28, 2012 – [Zoofaroo.com](http://Zoofaroo.com/) provides a completely free online community where users meet to offer and trade useful items, swap goods and services with others, and network their skills and materials.

At a time when many people find finances tight and work hard to find, Zoofaroo is providing an age-old solution with a computer-age twist. As an online social marketplace, ZooFaroo offers a public platform for the free exchange of goods and services through trade, barter, or money.

Zoofaroo co-founder Joel Hokkanen, veterinarian from Maine says “More and more of my clients were out of work, skilled workers without an outlet for their services. I found myself bartering a lot - providing vaccinations in exchange for whatever my clients could offer - rotating my tires or freshly caught lobster. There was a real need for a marketplace where individuals and small businesses could meet to offer and trade their unique skills and products.”

Hokkanen partnered with web developer and ZooFaroo co-founder Joshua Provonchee of Portland, Oregon to create a new type of online social marketplace – ZooFaroo was born. Provonchee says, “We made ZooFaroo low-tech by design, we wanted an easy to use, small town community feel, where you immediately felt connected. Whether you’re just browsing the ‘offers’ or ‘needs’ for fun, actively looking for, say, a landscaper, or a business seeking to connect with customers, you’ll feel right at home. It’s a completely open and flexible platform, especially with the social media component. This gives users the confidence and freedom to facilitate positive and productive exchanges with their community.”

ZooFaroo LLC is a privately owned company that was launched in January 2012. Currently, ZooFaroo is available throughout the United States and is looking to expand their reach in the very near future.