

BUDGET-FRIENDLY BUYER'S GUIDE: ELECTRONICS

TVs, laptops and cell phones are just a few of the popular gadgets that top the wish lists of many Americans over the holidays. Lucky for gift-givers, there are easy ways to save on these types of pricey presents. The key to saving is knowing where, when and how to shop for electronics.

Take a cue from consumer savings expert, Andrea Woroch, who shares her budget-friendly shopping tips for buying electronics:

- 1. Research prices.** Knowing how much the gadget on your wish list costs is the most important element in saving money. Not only will you be ready to take advantage of a really great deal when you see them but you'll also be able to stay away from any misleading promotions. So find out how much the electronic actually costs before comparing prices.
- 2. Shop online.** The internet makes it easy to compare prices between stores, gives you access to electronic reviews and gives you time to make smart buying decisions.
- 3. Consider older models.** When it comes to electronics, an older model doesn't mean it's outdated. Since technology is constantly advancing, brands are quick to introduce updated, new models of their popular electronic. The upgrades on these new models though are usually minimal, so you can save money by looking for last-year's models that are likely to be deeply discounted this time of year.
- 4. Opt for refurbished items.** In the same way you can find a great deal on a used but like-new car, the same goes for refurbished electronics like TVs, cameras and laptops. Retailers like Apple, CowBoom.com, TigerDirect & AT&T sell "pre-owned" gadgets at significantly reduced prices. For example, the new iPod Nano 8GB runs for approximately \$149 while the older, refurbished model sells for only \$99.
- 5. Use online coupons.** Before you check out, search for an online coupon or promotional code. Sites like PromotionalCodes.com, CouponWinner.com & PromoCodes.com offer thousands of exclusive coupon codes for electronics. Many times you can "stack" or apply these codes on discounted gadgets, whether new, old or refurbished, to maximize savings. Don't pay for shipping either; FreeShippingCoupons.com organizes free overnight, two-day & priority shipping coupons from brands like Verizon, DELL & JCPenney.
- 6. Don't marry a brand.** Going off brand can result in major savings, so consider your options and always compare products and prices when looking for a brand that fits within your budget.
- 7. Be social.** Connect with retailers on Facebook and Twitter to find out if they are offering any exclusive deals to their social media fan base. Follow your favorite coupon sites to get immediate updates on new offers and exclusive coupons which populate your newsfeed for quick and easy browsing. For instance, follow @FreeShipCoupons to get the latest free shipping coupons.
- 8. Negotiate!** Don't be afraid to ask the salesclerk for a lower price or a free additional product like a complimentary camera case with a new digital camera purchase. Also make sure to check the competition since most stores price match. Online shoppers can call customer service or chat with the live customer service rep in this case. You might just score an exclusive coupon or free shipping too.

Andrea Woroch is a consumer savings expert who has shared her savvy shopping tips with media across the country including *ABC News NOW*, *NBC Nightly News*, *FOX Good Day Chicago*, *Kiplinger's Personal Finance*, *SmartMoney.com* and many others. See her recent interview with *NBC 4 Weekend Today in New York* -

<http://www.youtube.com/user/SurfMyAdsInc#p/u/0/A1-8zjqig3c>

To book an interview with consumer savings expert, Andrea Woroch, please call (805) 883-1000 x111 or email at Andrea.Woroch@SurfMyAds.com.