

How to master online shopping

By David Hochman, AARP

You can shop for virtually anything on the Internet, but whether you're browsing for glow-in-the-dark garden gnomes or a 65-inch ultra-HD television, check out the newest price-cutting tricks and tools.

Michelle Madhok, CEO of the fashion news and deals site SheFinds, recommends services such as PricePinx.com to get notified the instant an item you're craving is marked down. She also suggests following your favorite retailers on Facebook and Twitter for early access to sales and markdowns. Another trick: buying discounted gift cards at Gift Card Granny and CardCash. In September, Granny was selling a \$300 Talbot's credit for \$198. "It's silly not to check," Madhok says.

Don't just Google it. Use comparison engines that are tailored to your shopping whims—for instance, ShopStyle for fashion and home products, and Shopping.com and Bizrate for commodity items such as TVs.

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