

New Shopping App Solves Holiday Shopping For Busy Parents

Shopafor provides easy shopping for children, gives back to charity, and solves the growing problem of massive returns.



Carmel, Dec 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - Meet [Shopafor](#) - a new free App on the market which unquestionably solves shopping needs for busy parents this holiday season. What parent does not want to find the perfect gift in a couple of clicks? Let's face it – shopping for little ones, even your own is difficult.

Not only does Shopafor offer handpicked gift recommendations by parents that can be easily filtered by gender, age and categories, but kids can also create a registry featuring a combined selection of stores. This feature means you no longer have to accept money from grandma and grandpa, shop for them, and play the present guessing game or get the annoying gift from “Aunt Rita” who hasn't seen the kids in 2 years. The gift-giving statistics are beyond staggering.

This year there are 100 billion dollars expected in losses from returns. 47% of parents simply do not know what to buy, and 50% of moms are frustrated with the gifts their children receive, as they do not need more things to take up space such as stuffed animals and so forth. Shopafor is the solution. Because of this, Shopafor developed their gift algorithm to take the pain out of shopping noting that “parents can't add items to a registry for their kids if you don't know what they want.” Give the perfect gift the first time, and consumers will not have to give this a second thought.

“Between the holidays and the never-ending birthday parties, there are many frustrations and challenges for parents around gift-giving and receiving. I personally have declined invitations because I was baffled by what to buy the birthday child,” said Chris Herbert, CEO of Shopafor. “Shopafor gives moms and dads around the country a platform that enables us to better communicate and engage in gifting. It eliminates the frustrations and guesswork and makes the entire process much easier.”

In addition to providing ease of shopping, Shopafor is a free app that allows people to easily give back or help families in need who are struggling during the pandemic. Any user can sign-up and add a

GoFundMe or charity to their registry. This is a very unique option for not only the individual/family trying to get exposure for a specific need, but a wonderful option for those who want to give back and know that their charitable donation is going 100% towards a specific cause.

"Shopafor is easy to navigate and purchase targeted and unique gifts eliminating the guessing game," said Chris Herbert, CEO, Shopafor. "Even without a personalized registry which is great for year-round gift-giving, especially when birthday parties come up on the calendar, consumers can deliver the perfect gift each time and most importantly deliver smiles all around."

About Shopafor

Chris and Natalia Herbert recognized that today's families are frequently on the go. Most moms and dads rely on mobile technology to help manage their daily lives – from meetings and doctor's appointments to grocery shopping and prescription refills. In his latest and most exciting role - fatherhood, Chris took his passion for networking and problem-solving to help make parents' lives easier.

To learn more, download the free app, or set up a personal registry, visit Shopafor online at <https://shopafor.com>.



Media Contact

Jolene Rheault

jolene@refreshing-solutions.com

720-600-4499

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