

# R&D Sites Launches GayConsumer.com

A new directory for the gay consumer debuts this summer, aptly named for its target audience, [GayConsumer.com](http://GayConsumer.com).



The website aims to create a national directory designed to connect gay and lesbian consumers with gay-owned and gay-friendly services, providers and merchants, and is being launched by gay-owned R&D Sites.

"This is an opportunity for gay consumers to seek out and support businesses within the LGBT community," according to Darryl Peterson, one of the founders of R&D Sites. "And with an estimated \$800 billion in buying power, the LGBT community is a very powerful consumer."

The website directory is free, and offers free basic listings for gay-owned and gay-friendly services and merchants. Consumers can search the directory by any combination of Keywords, Category, City, State, or Zip Code, read a summary of their services, link to the provider's website, and locate a map and directions of their location. All listings indicate whether the service is "gay-owned" or "gay-friendly."

"What's really unique, is that consumers can 'rate' a service or merchant, and post a review of their experience," said Peterson. "This put tremendous power in the hands of the gay consumer... business thrives on word of mouth!"

GayConsumer.com is in beta-mode and open for registrations by gay-owned/friendly business.

R&D Sites is based in Phoenix, AZ, and is gay-owned and operated. In addition to [GayConsumer.com](http://GayConsumer.com), R&D Sites owns more than 50 internet domains, including its flagship social networking website, [MeetGayCouples.com](http://MeetGayCouples.com).

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