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Smart Money



Quentin English (New York)

English launched "Quentin's Friends," a site whose members must pledge to treat each other with courtesy, respect and generosity. Unlike Craigslist, he monitors every post.

Then there's Quentin English, a British expatriate whose New York-centric Web site, Quentin's Friends, restricts access to members who must pledge allegiance to a set of values including courtesy, respect and generosity. English also charges his roughly 1,600 members \$50 per year, which pays for his Web development costs—he is expanding into Los Angeles and Miami this year—and one employee. By keeping his community small, he is able to monitor every post before it is published. "The people who join really do care as much about helping other people as what they will get out of it," he says.