**Shopify Makes Selling on Mobile Easier with Instagram-Like App**

Shopify has released a mobile application called Sello that resembles Instagram and offers simple functionality to small businesses to sell online. It doesn't cost anything to list items, but the app does take a 3% fee for each transaction. “For someone who has never sold before, there are a lot of barriers to entry. We wanted to remove those," Shopify's Christopher Lobay said.

***Bloomberg 11/12/15***

[***http://www.bloomberg.com/news/articles/2015-11-12/shopify-launches-sello-an-instagram-for-classified-listings***](http://www.bloomberg.com/news/articles/2015-11-12/shopify-launches-sello-an-instagram-for-classified-listings)