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America's **Favorite** Hometown Businesses

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My favorite small business is called **HomeExchange.com**. It's based in Santa Barbara, Calif., but I access it on the Web. You list your house in a catalog for a fee, and you get a catalog that describes houses all over the world and the families who live in them. I exchange houses with other writers. I go to their house, sit at their desk, use their computer, their pencils. It is an odd intimacy when someone else is in your house taking care of your stuff and you are in their house taking care of their stuff.

This article was reported by Leigh Buchanan, Tom Derderian, Karen Dillon, Adam Dunn, Tahl Raz, and Thea Singer. Come to www.inc.com/keyword/hometown to see the *Inc* editorial team's favorite hometown businesses.

