

COMMERCE

The RealReal eases consigning hassles with expanded white glove service

October 6, 2015



The RealReal look book images

By STAFF REPORTS

Online consignment marketplace The RealReal is aiding its expansion by now offering its white glove service in more than 20 cities across the United States.

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Originally available in San Francisco, New York and Los Angeles, the complimentary service involves a home visit and consultation by a luxury manager to help consumers decide what to consign and also take care of transporting merchandise. Having its 50-plus luxury managers working in more markets will enable The RealReal to establish more of a personal connection with consumers face-to-face.

Personal assistant

The RealReal launched its white glove service in 2011. This gives sellers a better idea of the consigning process before they jump in, as the luxury manager can offer estimates on price and also take care of getting the consigned items to one of the marketplace's warehouses.

"Everyone is so busy today and The RealReal's goal is to make it easy to sell your luxury items. Our experienced luxury managers provide an effortless and private way to sell items from the comfort of your home. We are excited to now offer this service in Seattle, San Antonio and Austin," said The RealReal CEO Julie Wainwright in a statement.



Image of Natalie Off Duty blogger Natalie Suarez consigning with The RealReal

To-date, The RealReal has 4 million members, and has sold 1.5 million items.

The marketplace has been working to expand its footprint in the U.S. with the opening of new facilities and points of sale.

Most recently, The RealReal began its expansion into the bricks-and-mortar space with the opening of a new valuation office in New York.

The new location, opened in August, will give consumers the opportunity to have their jewelry and watches evaluated by an expert and obtain a physical valuation document. Having a bricks-and-mortar location may help The RealReal connect with consumers as it looks to expand its presence as a leading consignment authority ([see story](#)).

Last year, the ecommerce site also improved operational logistics with a 129,000 square foot warehouse in Seacaucus, NJ ([see story](#)).

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