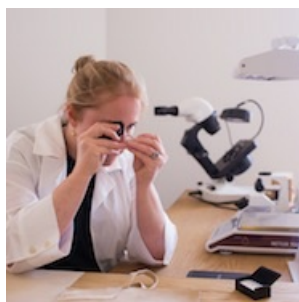


IN-STORE

## The RealReal brings fine jewelry, watch valuation office to Chicago

March 28, 2016



*The RealReal gemologist in Chicago*

By STAFF REPORTS

Online consignment marketplace The RealReal is bringing its transparent appraisal process to the Windy City with a new valuation office.

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After successful bricks-and-mortar openings in the New York and Los Angeles markets, The RealReal is expanding its physical presence to include an office in Chicago. The selection of Chicago as its third valuation office came from the large and engaged network of shoppers and consignors from the Midwest who interact with The RealReal.

Midwestern state of mind

As with its other valuation offices, The RealReal Chicago will be focused on the San Francisco-based brand's business model of authentication and service. Located at 980 North Michigan Avenue, the Chicago office will specialize in the fine jewelry and watch industry to provide a seamless way for consumers to sell pieces for maximum value.

When visiting, consignors can have fine jewelry and watches appraised quickly and easily by The RealReal's team of gemologists and watch experts. The free, appointment-only consultation will assess clients' pieces to determine resale worth with a valuation document stating value on TheRealReal.com given at time of service.

According to The RealReal, those who use its service to consign jewelry and watches receive up to two times more than selling through other channels.

"What we're doing through our valuation concept is making fine jewelry and watch pricing more transparent and accessible to consumers, something that has been missing in the market until now," said Michael Groffenberger, senior director of fine jewelry and watches.

"Chicago has always been a strong market for us and one with a very established jewelry and watch industry, so we're excited to bring this unique service to the luxury shoppers of Chicago," he said.

*Why consign with The RealReal*

The RealReal's Chicago office will be open weekdays from 10 a.m. to 6 p.m. and by special appointment.

In October, The RealReal announced it was aiding its expansion by offering its white glove service in more than 20 cities across the United States.

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 ([see story](#)).

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