



Leveraging the Recommerce Model

Build a secondhand marketplace to take control of your brand, find new revenue streams, and promote sustainability

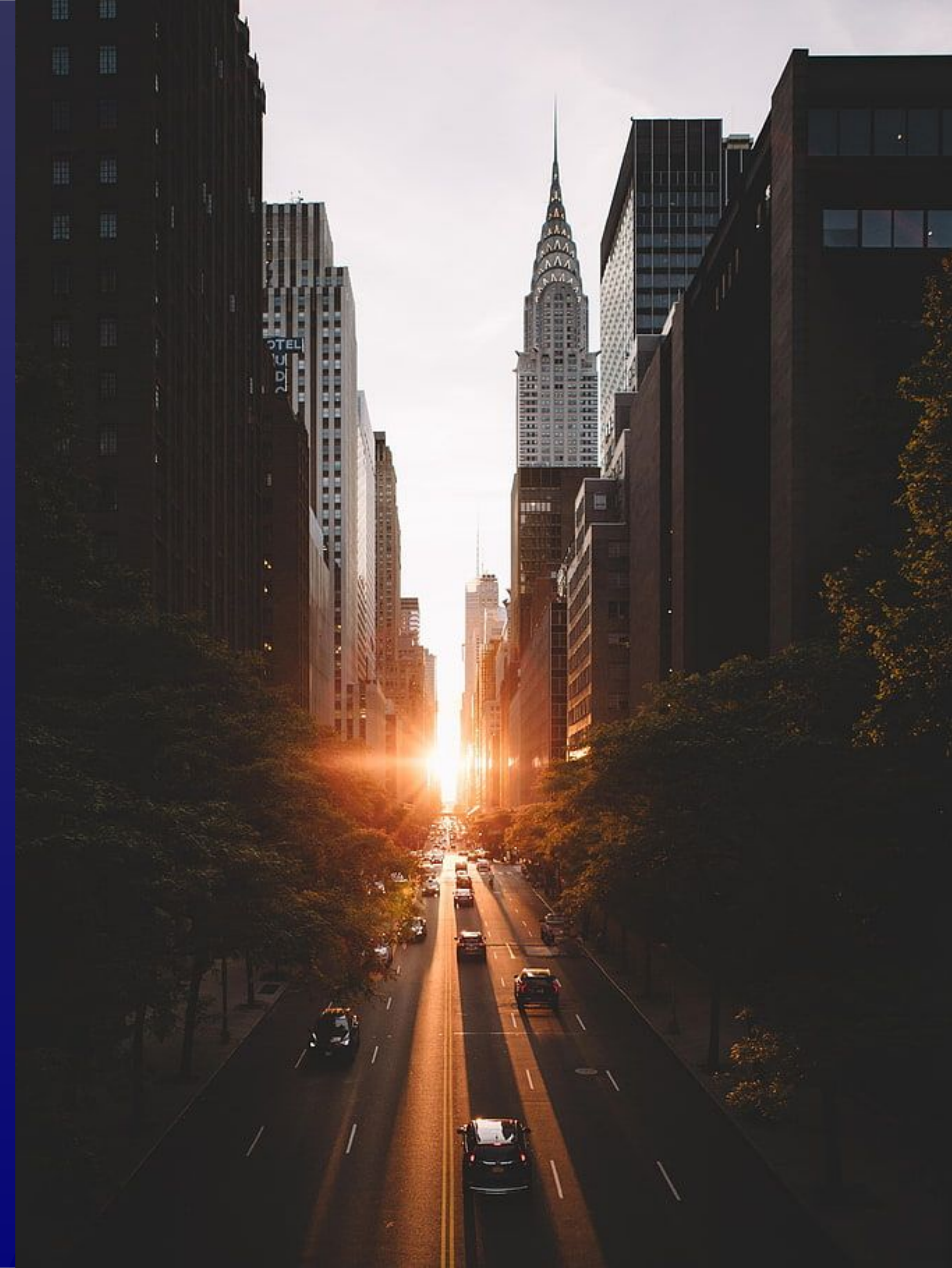
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The old is new again with Recommerce

The Recommerce, or secondhand, market is projected to grow 11x the rate of regular retail in the next 5 years reaching \$77B

Recommerce is the re-sale of goods online. The original Recommerce sites are platforms like eBay and Craigslist which allowed peers to sell to others online. Then a new wave was born with secondhand marketplaces such as Poshmark and ThredUp. And when the pandemic rocked the world in 2020, more and more consumers began shopping secondhand.

In 2020, 33-million people shopped secondhand for the first time, and 76% of them are expecting to increase their secondhand purchases in the next five years. As online shopping continues to enable the secondhand goods market, and as sustainability becomes a more important factor in the buying decision, brands are shifting to own the branded Recommerce experience.



Join marquee brands **taking back** their **Recommerce experiences**

Your brand investment is driving revenue into marketplaces like Poshmark, ThredUP, Tradesy, Mercari and Vinted



patagonia



...and dozens more leading brands

Why are brands investing in Recommerce?



Control the Brand

On third party resale sites like eBay and Poshmark, brands do not have control over the look and feel of their listings. The brands that win **control the narrative** told around their products and ensure a consistent customer experience.



New Revenue Streams

The secondhand **market is expected to double in the next 5 years**. Brands are monetizing this trend and earning revenues on the sales in their ecosystem. These new buying options are changing as customer preferences evolve and brands have to be part of the experience.



Promote Sustainability

45% of Gen Z and Millennials **refuse to purchase from a brand that isn't sustainable**. Recommerce models enable brands to showcase their sustainability efforts and reward customers for participating in those initiatives.

Nautical gives you an unfair advantage on your journey to Recommerce monetization

\$15M+

Estimated cost to get a Recommerce marketplace up and running without a platform

Custom Build

Until recently, custom was the only path and choice but internal development is expensive and time consuming.

The time to value has significant opportunity costs in delaying new revenue and limits the ability to control the post purchase brand experience.

Benefits

Can customize everything

Challenges

Long time to market (2+ years)
Expensive development
Limits ability to be agile
Ongoing maintenance
Fragile integrations and security

Third Party Recommerce

Third Party Recommerce providers are managed services providers that resell goods on behalf of brands.

Third party platforms take a commission of sales by managing a white-labelled Recommerce marketplace. A third-party store can be an easy way to get going but total cost of ownership is expensive, the flexibility is limited, and the customer experience suffers.

Benefits

Fully outsourced operations

Challenges

Limits visibility to consumer data and behavior
Limits real-time product information
Limited operational control
Significant revenue sharing with third party Recommerce provider

Marketplace Platform

Multi-vendor Marketplace platforms, like Nautical Commerce, enable brands to build their own Recommerce Marketplace alongside their existing ecommerce platform without replatforming.

The Recommerce Marketplace is controlled by your brand and you have flexibility to adapt your buying experience without also having to manage the platform powering your brand.

Benefits

- ✓ Launch your marketplace within 90 days
- ✓ Own and develop the customer journey
- ✓ Empower marketing with drag and drop
- ✓ Quickly test, learn and adapt
- ✓ Accelerate your digital roadmap
- ✓ Highly scalable to grow with your success



Bring your Recommerce Marketplace to life with Nautical Commerce

Nautical is the complete marketplace platform that enables brands to build tailored secondhand brand experiences quickly without the technical overhead.

Regain control of your brand, monetize the post purchase experience, and create new revenue streams while promoting sustainability.

WHY NAUTICAL COMMERCE?



1

Start your marketplace effortlessly, without technical complexity

There's no need to be a software company to do what you love

2

Provide experiences sellers love, empower them with self-service

Deliver a frictionless experience for sellers to onboard to your marketplace

3

Grow limitlessly with both approachability and scalability

The two are not mutually exclusive, you can have both

4

Surprise and delight with a tailored buyer experience for today's generation

Create customer loyalty by reaching them how and where they prefer to buy

5

Increase distribution with powerful affiliate marketing built-in

Influencers and brand ambassadors are unconstrained with self-service

6

Managing your marketplace has never been easier with actionable insights

Designed to seamlessly empower your marketplace operating team

Ready to Learn More?



Nautical Commerce is the only end-to-end multi-vendor marketplace platform for brands, retailers, and B2B businesses. Quickly launch and scale your online Recommerce marketplace without sacrificing your brand or relying on lengthy and expensive custom builds. Backed by well-known commerce focused venture capitalists and notable angel investors; driven by an internationally diverse team from Apple, Discover, GlobaLive, Kensho, TopHat, TouchBistro, Turvo, Visa, and Zillow. Discover more at www.nauticalcommerce.com.