



 **Max Retail**

[www.maxretail.com](http://www.maxretail.com)

# 60%+

of unsold  
inventory  
never reaches  
a customer.





# The Problem

- Money sitting on your racks is **silently eroding cash flow.**
- Slow inventory turns **kill your profitability.**
- Current solutions like markdowns, donations, and liquidation are **slow, deplete brand image, and destroy margin.**

# Who We Are

Max Retail is a retail tech platform that helps retailers convert past-season stock into cash.

We empower retailers and brands to reinvest, restock, and refocus on growth — *without extra work or staff.*

Out with the old.



In with the **sold.**



 Max Retail

# Built by Retailers, For Retailers



Morgan Bodstrom  
Co-Founder & CPO

Damon Ciarelli  
Co-Founder & CTO

Melodie van der Baan  
Co-Founder & CEO

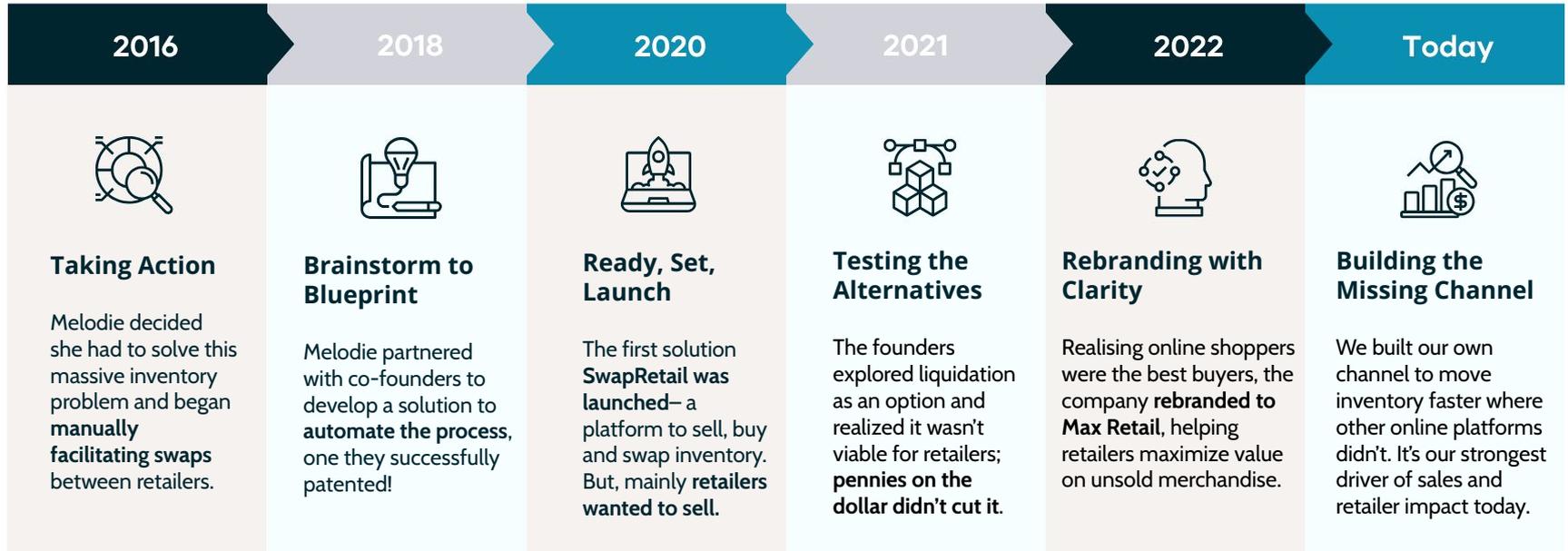
For years, Melodie van der Baan worked as a rep, traveling the country selling to independent retailers and witnessing the stress caused by unsold inventory.

When she and Morgan Bodstrom opened their own store, the challenge became personal—beautiful products they believed in sat on the shelves, tying up the money they needed to keep the business growing.

In 2018, they partnered with engineer Damon Ciarelli to create Max Retail—the platform that gives independent retailers the reach, efficiency, and revenue opportunities they've always deserved.

Max Retail turns inventory headaches into real cash flow and real growth.

# The Max Retail Journey





As Seen In

Newsweek

yahoo!  
finance

WWD

WOMEN'S WEAR DAILY

RETHINK  
RETAIL

Forbes

Inc.

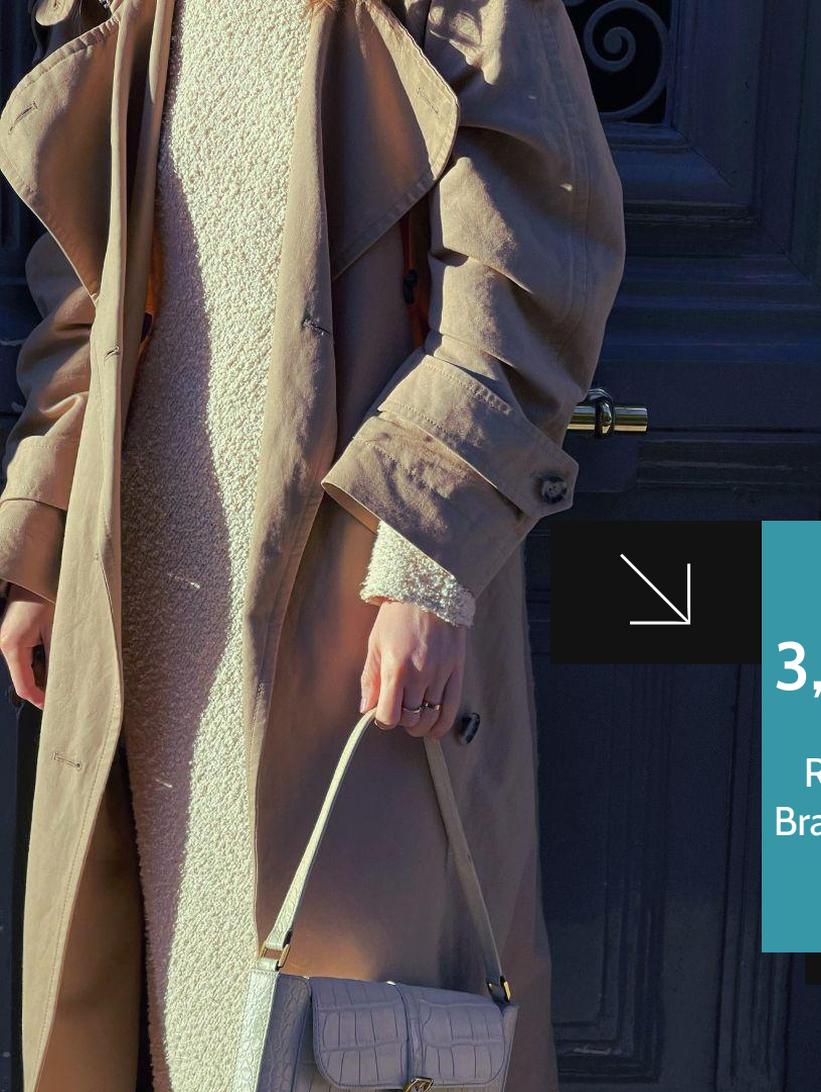
Bloomberg

RetailWire

RETAIL DIVE

ROOTED  
in RETAIL

MaxRetail



# Metrics That Matter



3,000+

Retailer &  
Brand Sellers

327M+

Inventory  
Listed

400M+

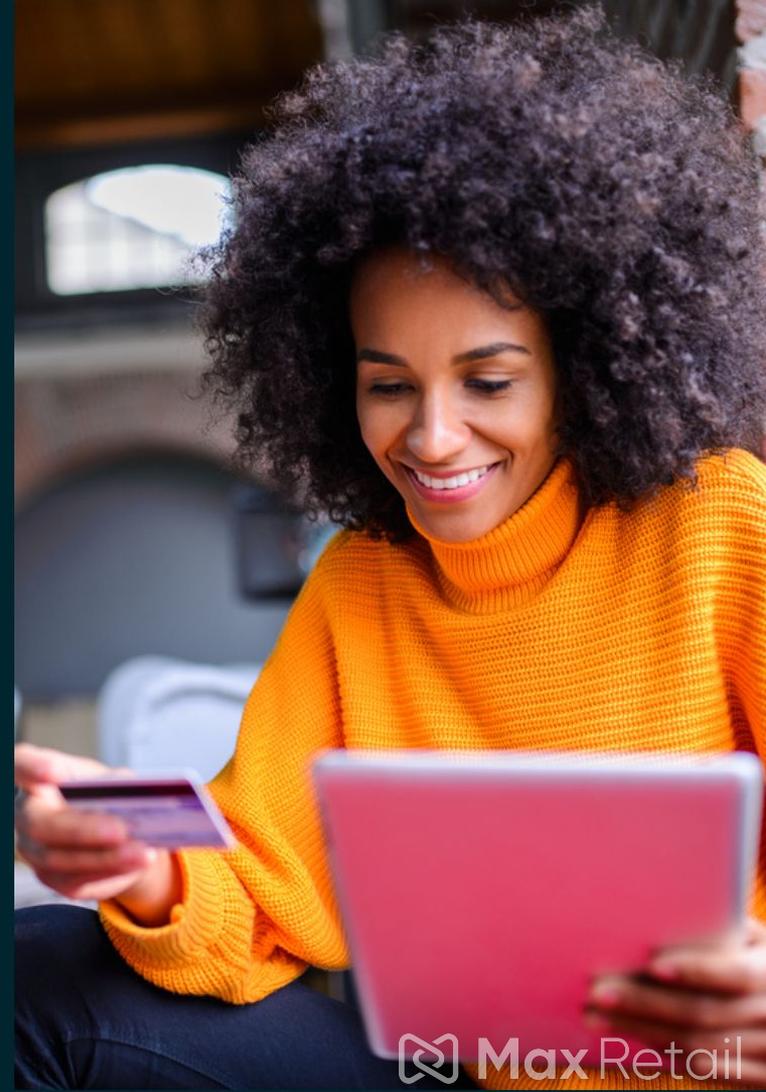
Online  
Shoppers

32M+

In Seller  
Payouts

# 400M+ Consumer Reach

Max Retail operates as a flexible back-end revenue channel, expanding buyer reach beyond in-store foot traffic to convert unsold inventory into cash quickly.



# The Solution

When you sell on Max Retail, you get:

- Multi-Channel Distribution
- Listing Creation with Product Data Enhancement
- Customer Support with All Sales Final

*Along with community resources to move your business forward.*



# Powering Some of the Biggest Names in Retail & Resale Today

With built-in multi-channel access to reach buyers everywhere.

GILT

 POSHMARK

SNAGGED  
&  
BAGGED

 SHOP SIMON™

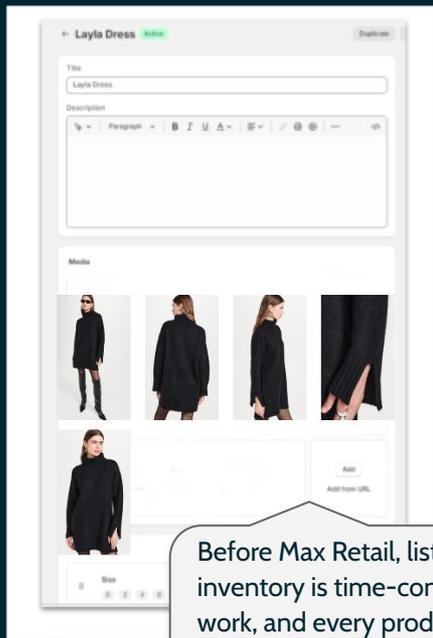
ebay

  
Vestiaire Collective

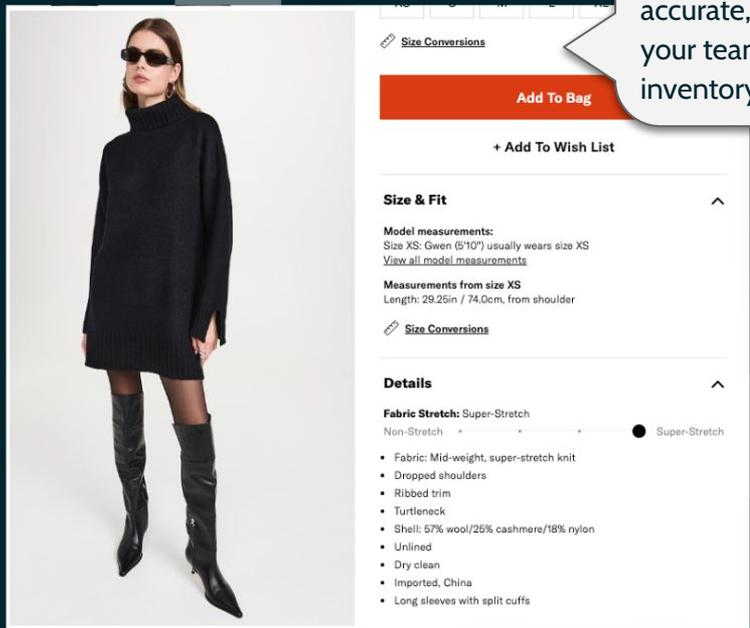
THREDUP

 Max Retail

# We Enhance Your Product Data



Before Max Retail, listing past-season inventory is time-consuming manual work, and every product detail has to be added to keep listings complete and on-brand.



With Max Retail, we handle the heavy lift. Enriching every listing with complete, accurate, on-brand details so your team saves time and inventory sells.



# Support Team Dedicated to Your Success

We handle the operational headaches so you can focus on selling, growing, and running your business.

- **End-Consumer Support**  
Fielding issues, resolving problems, and protecting your privacy.
- **Returns Management**  
All sales are final, unless merchandise is damaged or incorrect.
- **Seller Support**  
Answering your questions, troubleshooting issues, and ensuring smooth transactions.
- **Operational Back-End**  
From shipping label creation to speedy payouts, we take care of the logistics.

# Why We're Different



## Discreet by Design

Sell dead stock online without your store being tied to discount sites.



## Frictionless Onboarding

Zero tech lift. Seamless integration with Shopify and major POS systems.



## Buyers at Scale

Sell coast-to-coast through powerful marketplace networks normally reserved for bigger brands.



## Increased Sell-Through

Actionable recommendations reveal what's selling fastest and performance insights maximize payouts.

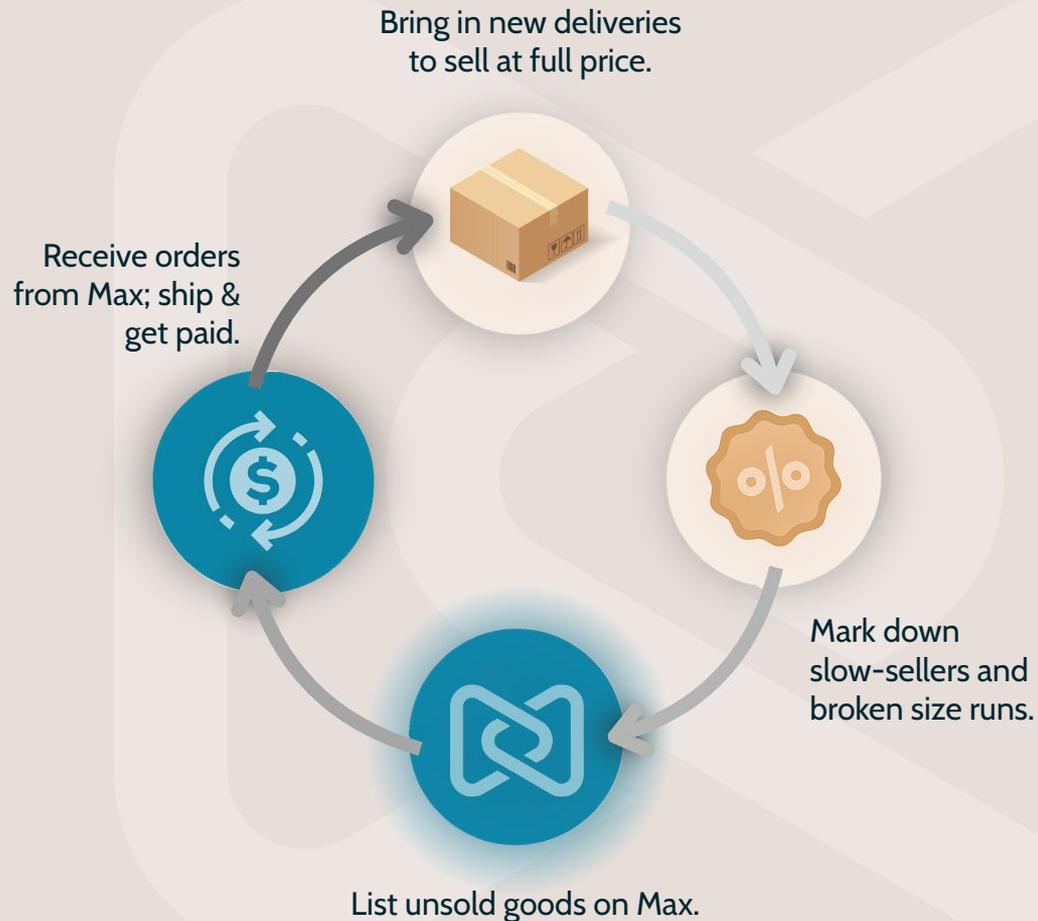


## Stronger Margin Recovery

We'll take care of the slow-selling stock behind the scenes. Prioritize full-price customers in-store.

# Inventory Strategy Lifecycle

We help you *sell unsold items faster*, smarter and recoup wholesale cost on unsold goods to *fuel your business*.



# What Our Sellers Are Saying

“Max Retail platform is an excellent resource for converting our unsold inventory to cash, without all the hassle. We highly recommend trying Max Retail, you will not be disappointed.”

**Contemporary Retailer in WI**  
\$143K in Payouts in 2.5 Years

“I love no returns and pre-paid shipping labels. You've made it easy to sell.”

**Footwear Retailer in NY**  
\$128K in Payouts in 2 Years

“It's nice seeing money come in from pieces I thought were a lost cause.”

**Home Decor & Gift Store in ID**  
\$103K in Payouts in 1.5 Years

“Listing my end of season leftovers paid for my upcoming buying trip. Can't beat that.”

**Designer Footwear Retailer in IL**  
\$52K in Payouts in 1 Year

“This has been a game changer for my business, it's fantastic. It runs in the background while I run my store.”

**Women's Contemporary Retailer in TX**  
\$103K in Payouts in 1.5 Years

# Inventory That Pays You Back

## Before Max Retail

## With Max Retail

⊗ Cash tied up in aging inventory

✓ Faster sell-through of aged goods

⊗ Deep discounts hurts brand image

✓ Anonymous sales with no returns

⊗ Limited local foot traffic

✓ Global network of buyers

⊗ Draining to sell on multiple channels

✓ Ease of listing across channels



# Here's how it works from your perspective.

Thank you, Jane,  
**Your listing is live!**



**01**  
List your unsold goods  
on **Max Retail**.



You just made a sale  
on **Max Retail!**



You just made a sale  
on **Max Retail!**

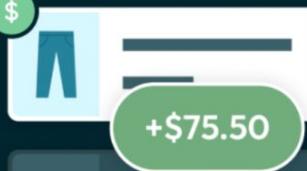


You just made a sale  
on **Max Retail!**

**02**  
Receive a notification  
when items sell.

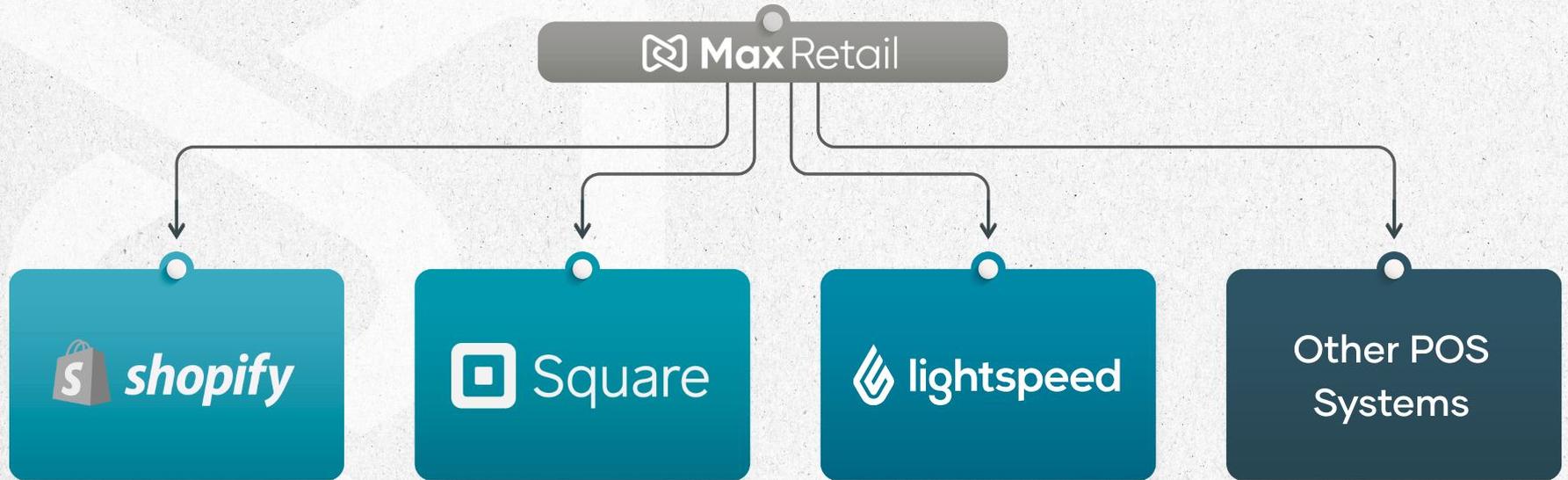


**03**  
Ship items directly to  
customers.



**04**  
Get **paid** same day.

# Your POS, Connected. Your Inventory, Simplified.



*No POS system? No problem. Export an aged inventory report or fill out our CSV template.*

# What's required to sell on Max Retail?



## List

Initially list \$10k of inventory at (or below) wholesale cost.



## Keep Accurate

Maintain 98% or higher order approval rating.



## Approve

Respond to sale notifications same business day.



## Ship

Send orders out within two business days.



# How much does it cost?

~~Onboarding Fee~~

~~Membership Fee~~

~~Credit Card Processing~~

~~Sales Tax~~

(transactions are B2B)

We win when you win.

15% Transaction Fee

+ Standard shipping deducted from payout.

# Industry Partnerships & Associations

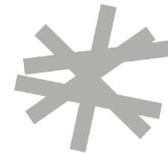
Building a stronger retail ecosystem — together.





# Catch Us in the Wild

**COTERIE**  
NEW YORK.



DALLAS  
MARKET  
CENTER



ATLANTA APPAREL  
**ANDMORE**



BRAND ASSEMBLY

FORUM ROAD SHOW

 MaxRetail



**Transform unsold  
inventory into a  
strategic, invisible  
profit engine for  
your store.**

**Start Selling**

A woman in profile, wearing a white wide-brimmed hat, sunglasses, and a white jacket, walking towards the right. The image is semi-transparent and overlaid on a dark grey background. The text "Thank You" is written in large, white, bold, sans-serif font across the middle of the image.

**Thank You**

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