

# Resale & Product Marketplaces

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Product marketplaces allow both individuals and businesses to sell physical items directly to customers through a single platform. This model benefits from strong consumer demand for affordability, convenience, sustainability, and access to unique or niche products. Whether the focus is secondhand resale, handmade goods, or a full retail assortment, success relies on creating a trusted environment where buyers can easily discover what they want — and sellers can earn revenue.

## Key Features of a Product Marketplace:

- **Listings with Photos, Videos & Item Details:** Sellers must be able to quickly list products with images, categories, pricing, and condition details. On the flip side, listing items should be efficient & simple for the seller with a heavy focus on mobile.
- **Search, Filters & Discovery Tools:** Buyers rely on strong search features to explore by product type, size, location, brand, or price.
- **Secure Payments & Fulfillment Options:** Shipping label support, delivery options, or local pickup tools help streamline logistics — especially as supply scales.

- **Ratings, Reviews & Seller Reputation:** A two-way review system builds trust and guides buyer decision. Including images is increasingly important for product marketplaces
- **Trust & Safety Measures:** Clear dispute processes, fraud protection, return policies, and verification tools help reduce risk.
- **Seller Management Tools:** Dashboards, order tracking, and performance insights make selling easier.



## Pro Tip

*A strong storefront experience can dramatically increase supply engagement. When sellers feel proud of how their listings look, they're more likely to treat the marketplace as their own digital shopfront — and share it. Invest early in clean, attractive product pages and seller profiles that showcase items clearly and build credibility. As you grow, consider allowing storefront customization and dedicated URLs to help sellers promote their presence off-platform. The better you make sellers look, the more supply they'll list — and the more demand will trust in what they see.*