



Gazelle, Giving New Life to Used Smartphones and Other Devices

Fact Sheet

[Gazelle](#), the leading trade-in site for consumer electronics and the pioneer of reCommerce, launched a new [service](#) to sell Gazelle Certified pre-owned devices in the fall of 2014.

Gazelle Certified™ means you're guaranteed:

- A great deal on gently used devices
- No contracts or strings attached
- 30-point quality inspection
- 30-day risk-free returns

Why Gazelle?

- **Trusted** brand selling at prices well below new
- **Certified** - Gazelle certification includes a rigorous 30-point inspection to ensure the devices are fully functional in either good or like new condition
- **Variety** - Offers a wide range of iPhones from the 4 up to the 6 Plus, Samsung Galaxies and a variety of iPad models
- **Experience** - Gazelle has already bought and sold more than 2 million electronic devices, and the vast majority of its more than one million customers rated their experience as “excellent”
- **Safe** - Gazelle Certified lends a level of assurance that online marketplaces or less well-known direct sellers simply cannot offer
- **“No-strings-attached”** - No contract extensions, no hidden fees, no requirement to stay with or switch to a new carrier – just straightforward pricing based on the value of the device
- **Guaranteed** - 30-day money back guarantee takes the worry out of buying used
- **Affordable** - The price most consumers are used to paying for new devices is a subsidized price or one that is hidden by a lengthy series of monthly payments. The actual cost of new smartphone is \$650 to \$800. A Gazelle Certified pre-owned iPhone 5S costs about 40 percent less than a new iPhone 5S from Apple

Gazelle Certified Stats:

- In its first year, Gazelle has sold more than 60,000 Certified items to more than 50,000 customers for more than \$20 million

Gazelle Facts

- In 2006, Gazelle was founded
- Beta website (secondrotation.com) launched in July 2007
- Gazelle.com launched in July 2008
- Gazelle has received more than 2 million device trade-ins
- Gazelle has paid out more than \$200 million in cash to more than 1 million customer
- Gazelle is one of the fastest growing companies in the U.S., listed on the Inc. 500/5000 for four years in a row
- Gazelle has raised \$65 million in private funding
- The company is headquartered in Boston with a world-class processing facility in Louisville, KY
- Buy.gazelle.com launched in November 2014 to sell certified pre-owned devices
- Gazelle employs approximately 125 people

GAZELLE CERTIFIED™

The Anatomy of a 30+ Point Inspection

