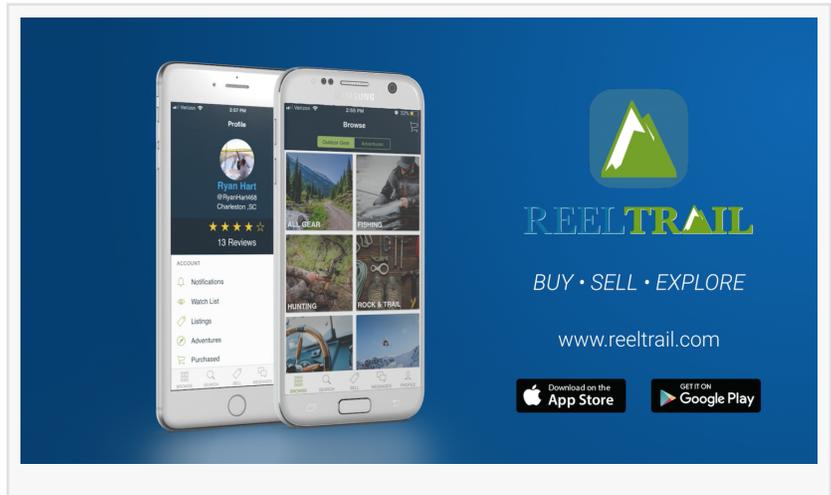


A Charleston Startup: ReelTrail - The Marketplace for Buying & Selling Outdoor Gear

CHARLESTON, S.C., U.S.A., December 15, 2017 /EINPresswire.com/ -- Charleston, SC – With the launch of a new startup called ReelTrail, outdoor enthusiasts now have an online marketplace to buy and sell new, used, vintage, and handmade outdoor gear. The app showcases outdoor gear in an elegant array of categories ranging from snow skis to kayaks, camping tents to sailing equipment, hunting gear to fly fishing rods, and a great deal more.



ReelTrail started life as a small storefront in Charleston, South Carolina, where brothers Philip and Ryan Leaphart turned their passion for the outdoors into a business selling outdoor gear through consignment. But selling through websites like eBay and Craigslist had their downfalls, and not to mention the high, endless fees involved.

“

ReelTrail is simple to use, completely transparent, and inexpensive!”

Ryan Leaphart

“Creating a new and simple app for our business just seemed like the perfect solution,” says Ryan. “We got tired of other companies’ high fees and cumbersome user-experience. We are now in a position to help others. ReelTrail is simple to use, completely transparent, and inexpensive!”

ReelTrail’s platform makes the process of selling outdoor gear fast and simple. When you look at the numbers, it’s hard not

to see why they stand out from the bigger companies. eBay charges 10-12% for outdoor gear listings, and Amazon’s charges 15%. ReelTrail’s maximum fee is only 7.5%. Sellers can create listings in less than a minute, print shipping labels from the app or website, and unlike the big corporations, they are only required to pay when their items sell. ReelTrail does not charge insertion fees. ReelTrail also aims to help promote other businesses by offering an Adventure Travel section for users to book and/or advertise adventure trips and guides, whether they are a fishing guide or a rock climbing instructor.

The company prides itself on being transparent and upfront with regards to payments and fees, and the website clearly indicates how the payment system works. Sellers can choose different subscription levels with lower fees and can list as many items as they wish without the fear of any hidden charges. ReelTrail donates to different outdoor related non-profits around the country.

As outdoor enthusiasts themselves, the Leaphart’s have experience in the outdoors, adventure travel, and are excited to offer ReelTrail to the rest of the outdoor community.

For more information, download the ReelTrail app in the [App Store](#) and [Google Play Store](#), or visit the website at www.reeltrail.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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