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SaySo Raises \$4M to Solve Retail's Costly Clearance Problem

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SaySo partners with retailers to create co-branded, interactive shopping experiences that turn clearance into profit-driven opportunities

NEW YORK--([BUSINESS WIRE](#))--Major players in the retail industry are at a crossroads. Between [rising return rates](#) and [flatlining sales](#), unsold stock has begun to litter their warehouses and distribution centers at startling rates. As the storage and transportation costs associated with this lingering inventory eat into the bottom line, retailers are scrambling to find new ways to lighten the load without sacrificing margins along the way.

After witnessing his own customers grapple with this problem, David Olk, former Co-founder of the renowned cloud-based POS ShopKeep, helped launch [SaySo](#), an end-to-end clearance solution and price optimization platform.

"Retailers all say the same thing: Clearance inventory drains cash, takes up valuable space, and limits ability to bring in new products," Olk says. "Offloading clearance inventory may be the bane of any retailer's existence, but we try to make it as smooth as possible. Our solution helps them effortlessly offload excess inventory while still driving brand awareness and profits."

SaySo partners with retailers to create co-branded, interactive shopping experiences that turn clearance into a profit-driven opportunity. The platform uses a gamified pricing model where item prices gradually drop over time, allowing shoppers to "name their price" while encouraging engagement and urgency. Unlike traditional clearance methods, SaySo enables retailers to sell excess inventory directly from their

warehouses and distribution centers, eliminating costly logistics. At the same time, the platform captures valuable pricing insights from each transaction, helping retailers refine future pricing strategies and optimize margins.

The idea of helping retailers recapture value from their lingering stock has sparked early interest from investors. SaySo emerged from stealth in late 2024 and immediately secured \$4 million in seed funding, led by mobility VC firm UP.Partners.

"SaySo's unique technology stack eliminates the transportation layer from clearance sales but also enhances operational efficiency for retailers. This breakthrough presents a tremendous opportunity to deliver added value to customers, and we are excited to support David and the team," says [Ben Marcus](#), Co-founder of [UP.Partners](#).

While operating in stealth mode, SaySo won the business of renowned furniture retailer The Dufresne Group, the largest licensee of Ashley in Canada. The Dufresne Group partnered with SaySo to overcome the ongoing challenge of profitably managing their clearance inventory. SaySo worked with the retailer to establish a sleek, co-branded clearance storefront dubbed [Ashley x Descend](#). By moving clearance operations to this storefront, The Dufresne Group reduced transportation expenses by 20% while delivering a bespoke shopping experience that 75% of customers said they would use again.

"Our clearance sales have nearly doubled since partnering with SaySo," says [Kristi Ellis](#), Executive Vice President of Supply Chain at The Dufresne Group. "By pushing this end-of-life product through a separate platform, we were still able to keep driving customers to our newest merchandise and preserve the overall brand standard."

With this new funding SaySo is primed to empower retailers to transform clearance sales from a burden to a competitive advantage. Looking ahead, SaySo looks to expand

their reach, bringing this innovative experience to even more customers and transforming the way they shop.

About SaySo

SaySo is revolutionizing retail clearance with an innovative, co-branded, interactive shopping platform designed to turn excess inventory into a profit-driven opportunity. By leveraging a gamified pricing model, SaySo allows shoppers to "name their price" as item prices gradually drop over time, creating a dynamic, engaging experience that drives sales. To learn more about SaySo, please visit <https://www.justsayso.co/>

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