

City Curator

We're launching city by city — Boston, Naples, New York, Miami, Austin, Los Angeles. In each, one person we trust builds the founding community of sellers and makes it feel like a club worth being in. That person is the Curator.

01 The role

- **Identify & vet Founding Closets** — the best sellers in your city, chosen by your taste. Quality over quantity, always.
- **Capture their story** — interview and photograph each one. This content becomes their editorial feature on the app (Seller Spotlights in The Edit).
- **White-glove onboarding** — help them download, set up their profile, and list their first pieces.
- **Host the chapter** — a founding dinner and in-person closet sales that bring members and prospects together.
- **Be their person** — first point of contact when items aren't moving or they hit a snag; channel requests to be featured.
- **Later** — help run the charitable arm in your city.

02 Who we're looking for

A connector and tastemaker in your city — a stylist, boutique owner, editor, or well-networked fashion person. A great eye, a real local network, and someone who loves bringing people together. Not a salesperson.

03 What you're offering them

- **85% commission** — the founding rate, locked (vs. 80% standard).
- **Editorial features** — Seller Spotlights, Now & Again Picks, prime placement.
- **Real support** — a person, not a help desk.
- **The club** — dinners, closet sales, events, and a private chapter group.

04 Launch playbook

i

Founding dinner

Small, intimate, hosted by you. Shoot content the same night — it feeds The Edit.

ii

Seed the chapter

WhatsApp or Geneva. Warm welcome + a line on what this club is.

iii

Closet sale

Founding closets bring pieces, buyers invited, filmed for content.

Compensation

ILLUSTRATIVE — FIGURES TO FINALIZE WITH FINANCE & COUNSEL

BASE STIPEND

\$500/mo

Starting rate — grows with performance. Covers baseline effort + hosting.

ACTIVATION BONUS

\$100/closet

Paid only when a closet clears the bar — onboarded + 3 sales or 90 days active at 4.5★+. Rewards good, not just many.

CITY OVERRIDE

3% of net fee

Ongoing share of platform fee from your city. Rewards a healthy market, not just sign-ups.

FOUNDING EQUITY

Reserved

Small option grant for Curators past 12 months. Upside, not base comp.

Target. Activate ~8–12 Founding Closets in your city in the first 6 months (placeholder — set with launch plan).

Structure. Contractor role to start. Classification, override, and equity to be papered with counsel — rules vary by state across the six launch cities.

Comms. Each chapter runs on WhatsApp (move now) or Geneva (branded club); the Curator broadcasts to the whole chapter.