



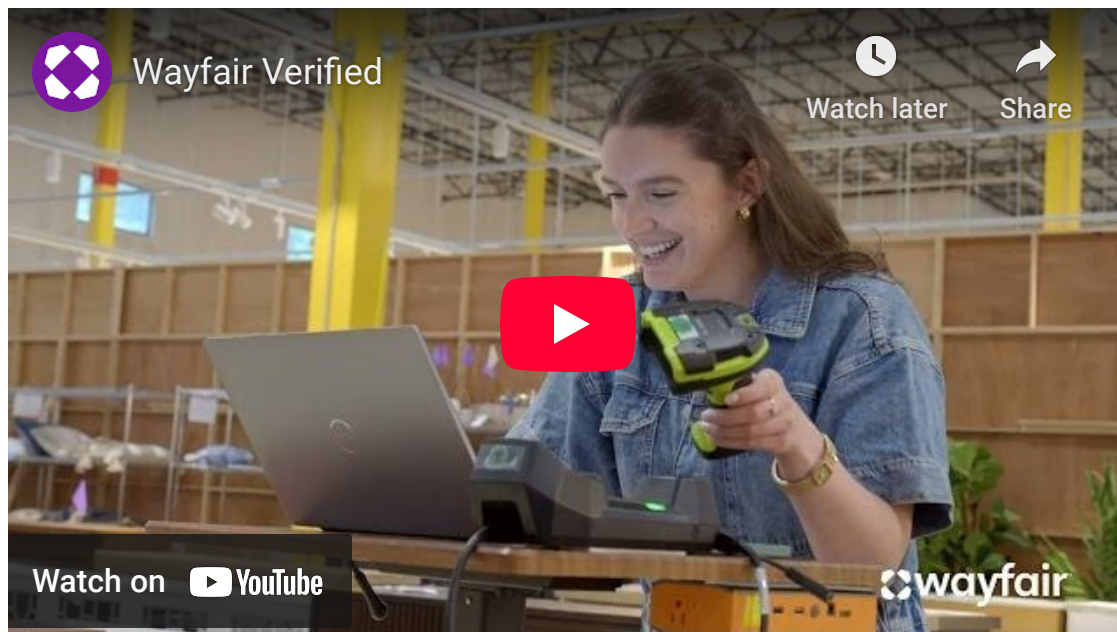
NEWS RELEASE

# Wayfair Launches "Wayfair Verified" - A New Standard of Confidence in Home Shopping

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Rigorous evaluation ensures customers can shop top-rated products with total peace of mind

BOSTON, March 25, 2025 /PRNewswire/ -- **Wayfair Inc.** (NYSE:W), the destination for all things home, today announced a new standard in home shopping with the launch of Wayfair Verified, a program designed to give customers a shortcut to the best items in the Wayfair catalog across every style and price point. This trusted seal of approval highlights the company's most trusted products—carefully evaluated and selected by Wayfair product specialists for quality and value—making it easier than ever for shoppers to outfit their home with confidence.



View Video [Here](#)

"We know that shopping for home products online can be overwhelming—customers shouldn't have to guess if a sofa is comfortable or a table is sturdy," said Jon Blotner, president of commercial and operations at Wayfair. "With Wayfair Verified, we do the testing so they don't have to—sitting on sofas, assembling furniture, and evaluating every detail—so shoppers can feel confident, knowing we stand behind every selection."

As a seal of approval, Wayfair Verified streamlines the process for customers to shop for products that maintain a certain level of quality, rigorously evaluated and confirmed by a dedicated team of merchants and product testers. Verified products are loved by customers with high review ratings, offer great value, low return and damage rates and are only sold by trusted supplier partners.

Each Verified product undergoes a five-step evaluation process:

- Packaging & Assembly Assessment: Upon arrival, packaging experts evaluate the product's packaging, assembly experience, legal compliance, and instruction clarity.
- Comprehensive Quality Audit: Wayfair product specialists inspect each product against category and class-specific criteria to ensure quality and verify the accuracy of on-site details.
- Qualitative Quality Review: Product specialists hand test each item for comfort, material feel, stability and overall satisfaction.
- Value Determination: Product specialists assess the results of all inspections—packaging, assembly and quality—against its price, to determine if products clear the very high all-in value threshold for Verified.
- Verified Treatment: Once an item becomes Verified, product specialists create custom product videos and other content to highlight key features of the Verified items they love, and believe customers will too.

Wayfair will showcase the Verified program at Shoptalk Spring 2025, where [Jon Blotner](#) and [Liza Lefkowski](#), vice president of curation, brands, and stores, will discuss its role in elevating customer confidence and satisfaction and driving purchase decisions.

Learn more about Wayfair Verified and shop Verified products [here](#).

## About Wayfair

Wayfair is the destination for all things home, and we make it easy to create a home that is just right for you. Whether you're looking for that perfect piece or redesigning your entire space, Wayfair offers quality finds for every style and budget, and a seamless experience from inspiration to installation.

Wayfair's family of brands includes:

- Wayfair: Every style. Every home.
- AllModern: Modern made simple.
- Birch Lane: Classic style for joyful living.
- Joss & Main: The ultimate style edit for home.
- Perigold: The destination for luxury home.
- Wayfair Professional: A one-stop Pro shop.

Wayfair generated \$11.9 billion in net revenue for the year ended December 31, 2024 and is headquartered in Boston, Massachusetts with global operations.

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