HOW WE COMP YOUR CARDS

1. WHAT ARE COMPS?

A 'Comp' is the value of a card based on its **LATEST COMPLETED SALES.**

- Used for most cards, unless brand new set or very rare, in which case...
- We use 'best guess' based on player comps from other sets or other players in the same set.

2. DATA SOURCES FOR COMPS

CardLadder.com
Primary Paid Data Source

eBay Completed Sales

130point.com
Supplementary Data

We use Card Ladder, eBay, and 130point.com to gather the fairest data possible.

3. CALCULATING THE COMP VALUE

Sale 1: £70 Sale 2: £130 Sale 3: £100

[Sale 1 + Sale 2 + Sale 3] / 3 = AVG

We use the latest 3 sales for a current average value. Anomalies are excluded.

4. OUR BUSINESS MODEL (TRANSPARENCY)

Once a fair current value is found:

WE BUY

70-80% of Comp Value

We aim to buy low, but fair depending on player popularity, set demand etc.

WE SELL

Aim 90-110% of Valuation

We aim to sell as high as possible to sustain business growth once platform fees etc. are taken into consideration.

5. REAL WORLD EXAMPLE

LOW Recent Sales (£70) → HIGH Recent Sales (£130) → OTHER Sales (~£100)

FAIR COMP VALUE = £100

WE BUY AT 70-80% (£70 - £80 OFFER)

WE SELL AT 90-110% (£90 - £110 TARGET)

We always do our due diligence to come up with the fairest valuation, and try to offer a price that's good for you while leaving room for profit to the business. We value trust and transprency, and we're always happy to share our comps with you.