



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.

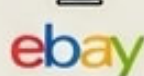


2. DATA SOURCES FOR COMPS



CardLadder.com

Primary Paid Data Source



eBay Completed Sales

130point.com

Supplementary Data

130point.com

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



$$[\text{Sale 1} + \text{Sale 2} + \text{Sale 3}] / 3 = \text{AVG}$$

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)

WE BUY AT 70-80%
(£70 - £80 OFFER)

FAIR COMP
VALUE = £100

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 transparency, and we're always happy to share our comps with you.