CUMBRIA CARD COLLECTORS • REG NO. 16430306

HOW WE COMP YOUR CARDS

TRANSPARENT TRADING CARD VALUATION GUIDE

PHASE 01 DATA COLLECTION ▸ **PHASE 02** AVERAGE COMP ▸ **PHASE 03** TRANSPARENT OFFER

1 WHAT IS A "COMP"?

A "Comp" (Comparable Market Value) is calculated directly from a card's latest completed sales across verified trading card platforms.

STANDARD CARDS
Derived from real historical sales data for exact matches.

RARE / NEW CARDS (E.G. 1/1S)
We use expert evaluation based on player comps from similar sets or comparable tier players in the same set.

2 DATA SOURCES FOR COMPS

We cross-reference multiple industry-standard platforms to gather the cleanest, fairest market data possible:

CardLadder	eBay	130point
PRIMARY PAID DATA	COMPLETED SALES	SUPPLEMENTARY DATA

3 CALCULATING THE COMP VALUE

We calculate a current average using the 3 most recent completed sales. Any extreme outliers or anomalies are filtered out to ensure accurate pricing.

SALE 1: £70 + SALE 2: £130 + SALE 3: £100

[£70 + £130 + £100] ÷ 3 = £100



4 OUR BUSINESS MODEL & TRANSPARENCY

WE BUY	70% – 80%
WE SELL	90% – 110%



*Payouts vary based on player popularity & liquidity. Sales target covers platform fees, shipping, taxes, and operations.

5 REAL WORLD EXAMPLE

LOW RECENT SALE	HIGH RECENT SALE	OTHER SALES
£70	£130	~£100

FAIR COMP VALUE = £100

WE BUY AT 70–80%
£70 – £80 offer

WE SELL AT 90–110%
£90 – £110 target

OUR COMMITMENT TO TRUST & TRANSPARENCY

We always do our due diligence to deliver the fairest valuation possible. We aim to offer prices that provide immediate value to you while maintaining sustainable business growth. We are always happy to share our raw comp data with you!