CARD SELLER ACADEMY

THE COMPLETE BUSINESS GUIDE

POKÉMON CARD SELLING PLAYBOOK

SINGLES / BULK / GRADING / PRICING

EBAY / TCGPLAYER / WHATNOT / TIKTOK

SOURCING / SHIPPING / OPERATIONS / GROWTH

PRACTICAL, READING-FIRST EDUCATION

Includes real marketplace fees, grading prices, counterfeit checks and live-selling rules.

INDEPENDENT SELLER EDUCATION COMPANION WORKBOOK SOLD SEPARATELY NOVEMBER 2026 EDITION NOT AFFILIATED WITH THE POKÉMON COMPANY

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One explanation of each idea, with worked examples next to the chapter they belong to.

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How to use this book

This playbook is here to help you build a small Pokémon card resale business one careful step at a time—whether you're selling singles, sorting collections, or trying live sales. Read the chapters in order and work through the exercises with real numbers. Before you spend money on inventory, make sure you've worked through Chapters 01 to 04.

Your first 30 days

1. **Week 1:** Pick a focused niche—such as modern chase singles, one era, or Japanese cards—and choose one main sales channel. Look up ten exact sold comps and write down your maximum buy price before you shop.
2. **Week 2:** Start small with 15 to 30 cards that fit your budget. Check and photograph each card, then give every item an SKU so you can find it again.
3. **Week 3:** Create clear listings, pack each order carefully, and track the fees and shipping you actually pay.
4. **Week 4:** Look back at what sold, what's still sitting, and which categories made money after costs. Reinvest only what your cash flow can comfortably support.

How the book is organized

- Chapters 01 to 03 build market and card knowledge, including Pokémon-specific sets, rarities, languages and counterfeits.
- Chapter 04 covers sourcing (including bulk and Facebook finds), pricing and grading, with real grading fees.
- Chapters 05 and 06 cover eBay, TCGplayer, shipping, customer trust, and live selling on Whatnot, eBay Live and TikTok Shop, including the break and repack rules.
- Chapters 07 and 08 cover marketing, operations, taxes and growth.
- Chapter 09 holds worksheets, a launch audit and official references.

Numbers in this book. Illustrative examples are not market quotes. Dollar figures in worked examples are teaching assumptions. Fee rates, set dates and prices in this edition were checked in **November 2026** and change often. Verify each platform's and grader's current terms before you spend money. No outcome is guaranteed. This guide is independent education and is not affiliated with or endorsed by The Pokémon Company, Nintendo, eBay, TCGplayer, Whatnot or TikTok.

01

Market foundations

Understand the opportunity, the history and the economics

KNOW THE MARKET • CHOOSE YOUR MODEL • RUN THE BUSINESS

CHAPTER 01

Market foundations

Why the market creates opportunity

People buy Pokémon cards for all kinds of reasons. Someone may be looking for a favorite Pokémon, finishing a set, building a deck, or simply enjoying the hobby. That means there isn't one single Pokémon card market; there are lots of smaller markets, each with its own buyers and priorities.

You don't need to find the next card everyone is chasing to offer something valuable. Often, the real service is helping a buyer find the exact version they want, describing its condition honestly, and getting it to them safely. You can do that even with a modest starting budget.

Keep the opportunity in perspective, too. Some cards sell quickly; others can sit for months. Sealed boxes don't always rise in value, and a busy stream doesn't automatically make money. Your best advantage is doing the research, keeping good records, and treating buyers well.

> **A better question.** Instead of asking, "Which card will explode in value?" ask, "Who is likely to buy this exact card, what price do recent sales support, and what will I actually keep after costs?"

From a 1996 game to a global hobby

The Pokémon Trading Card Game began in Japan in 1996, reached English-language markets in the late 1990s, and grew alongside the video games, animation and organized play. Cards have two overlapping lives: game pieces and collectibles. A competitive staple and a character-focused illustration rare attract different buyers, and a vintage holo, a modern special illustration rare and a Japanese promo card can all be valuable for different reasons.

2026 marks the game's 30th anniversary. The Pokémon Company International has used it for a special set, **30th Celebration**, released worldwide on September 16, 2026, the first main-line release to launch everywhere on the same day. Anniversary attention has lifted interest in vintage and sealed product, which is a reminder that demand moves in waves.

What the market has taught sellers

- **Boom and cooling are normal.** Pandemic-era demand drove steep rises. Since then The Pokémon Company has printed far more product (trade reports describe record print volumes), and many modern singles and sealed products have cooled while out-of-print and vintage items have held up better.
- **New sets spike, then settle.** Chase cards often open at their highest price and drift down as supply reaches the market. Many sellers do best selling into early demand, not buying at the peak.
- **Reprints change values.** A reprint or second printing can lower the price of a card or a sealed product. Check whether a set is still in print before buying sealed.
- **Liquidity matters as much as price.** A card that sells twice a year is not the same asset as one that sells daily.

What the headline numbers do and do not tell you

Headlines about record auctions involve exceptional cards and are not a forecast for common ones. Industry estimates of the card market vary by definition and source. Treat them as context, not proof. Before quoting any statistic in your own marketing, open the original source, confirm the figure and date, and cite it.

The real math behind a sale

A $50 sale can feel like a win—but it isn't $50 in your pocket. First subtract what you paid, marketplace and payment fees, shipping, and supplies. Then account for grading, returns, taxes, and cards that haven't sold yet. Run the numbers before you buy, so you know what kind of margin you're aiming for.

Illustrative example. A card bought for $20 sells for $40. Fees are $5.60 and shipping plus supplies $4.40. Contribution before overhead and tax is $10, a 25 percent margin on the sale, not a $20 profit.

The maximum buy price rule

Maximum purchase price = expected collected revenue minus selling fees, minus shipping and supplies, minus target profit, minus a risk reserve. Use conservative assumptions when comps are sparse.

Worked example: you expect to collect $45 for a card on eBay. Fees are 13.25 percent plus $0.40, or $6.36. Shipping and supplies are $5.25. You want $8 of profit and hold back a 5 percent reserve ($2.25). Your maximum buy price is $45 - $6.36 - $5.25 - $8 - $2.25 = **$23.14**. Pay more and you are choosing a thinner margin or hoping the market rises.

Where beginners fit

- **Curated singles.** Buy identifiable cards at a discount to supported resale value. This is the best classroom for condition, comps and fulfillment.
- **Bulk and collections.** Buy mixed groups, sort for the sellable cards and sell the rest in lots. Bulk can hide real value, but sorting takes hours and common cards pay little.
- **Sealed product.** Predictable to price, but it ties up cash and can be hit by reprints. Treat it as a specialist lane, not a starter lane.
- **Live selling.** Fast turnover and an audience, but fees, small rooms, and low starting bids can produce losses.

Choose a lane, not every lane. For your first month, pick one inventory category and one primary sales channel. Add streaming or content when sourcing, fulfillment and tracking run smoothly.

What a good first month looks like

Your first month doesn’t need to produce a flashy sales screenshot. A tidy inventory record, honest listings, a shipping routine you can repeat, and a few well-researched buying decisions are a much stronger start.

Risks and trust

Counterfeit cards, resealed boxes, altered cards, undisclosed damage, stolen images and wrong versions can destroy buyer trust and cost you money. Verify authenticity where you can, photograph the actual card, disclose condition concerns and keep purchase records. Avoid "guaranteed investment" language: values can fall, grades are not assured and online success stories leave out the failures. Platform fees and rules change, and tax and licensing rules vary by location, so confirm current policies and consult qualified professionals.

Your path forward

Read the instructional chapters first, then do the exercises. The worksheets in Chapter 09 support the explanations; they do not replace them.

Field exercise. Pick one card you own. Find five sold prices for the exact version and condition, write your expected net after fees and shipping, and calculate the maximum price you would have paid.

02

Business models and selling channels

Choose how you sell and where

KNOW THE MARKET • CHOOSE YOUR MODEL • RUN THE BUSINESS

Keep going with the full Pokémon playbook

This sample covered how to use the book and Chapter 01. The full playbook continues with:

- Business models and a real fee comparison: eBay, TCGplayer, Whatnot, eBay Live and TikTok
- Pokémon-specific card knowledge: eras, 2026 sets, rarities, English vs Japanese, condition
- Counterfeit checks for raw cards, graded slabs and sealed product
- Sourcing bulk collections and Facebook finds, plus how to value a collection
- Real PSA, TAG, Beckett and CGC grading prices and a break-even calculator
- Livestream selling, break and repack rules, and the Whatnot CSV upload steps
- Shipping, taxes, operations, worksheets and a launch audit

Fees, set dates and prices in the full edition were checked in November 2026.

Get launch news at the Card Seller Academy website.

Independent education. Not affiliated with The Pokémon Company. Verify current fees and rules before you sell.