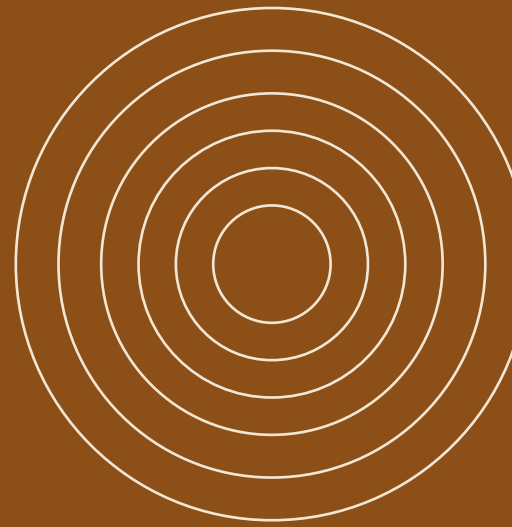




CARDPeak CONSULTING

ABOUT THIS GUIDE

A free guide for serious eBay sellers.

Every tip in this guide is drawn from mistakes we see repeat sellers make on eBay from listing copy to packaging. None of it is theory; every fix is something you can apply to your next listing.

Most sellers who act on five or six of these in a single weekend see a measurable lift in sell-through rate or final sale price and the rest compound over the next month.

25 Mistakes Sports Card Sellers Make on eBay

BRAND

CardPeak Consulting

Independent sports card advisory evaluation, grading guidance, listing optimization, and consignment strategy.

Twenty-five practical fixes what to change, why it matters, and the easiest place to start on your very next listing.

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MISTAKE 01 LISTINGS

Vague titles

Lead with "Year Brand Player #Team Card# Grader/Grade". eBay search matches that order; buyers skim in the same order. A title like "Nice Jordan Card" hides among a thousand listings the next buyer never finds you.

MISTAKE 02 PHOTOGRAPHY

Stock-image photos

Photograph the actual card you ship. A stock photo voids your returns protection the moment the buyer receives something that does not match the picture. Five minutes with a phone saves you a SNAD claim every time.

MISTAKE 03 PHOTOGRAPHY

Glare-y backgrounds

Mat the card on black or dark grey. White paper picks up flash bounce that hides edge wear and surface flaws. Buyers can read condition from a clean photo before they ever message you.

MISTAKE 04 PHOTOGRAPHY

Off-axis photos

Shoot square-on with the card filling the frame. Angled shots hide corner wear and centering problems and the worst buyers use that to argue down the price after the sale.

MISTAKE 05 PHOTOGRAPHY

Back of the card omitted

Photograph the back too. Centering and serial-number placement are visible only from behind, and premium buyers will not bid on a card with one-sided photos.

MISTAKE 06 DISCLOSURE

Glossing over flaws

List every nick, surface scratch, and whitening you can see. The phrase "raw see photos" is the safe framing. Disclosure protects you in a dispute; euphemism loses it.

MISTAKE 07 AUTHENTICITY

Unauthenticated autographs

Write "unauthenticated signature". Asserting an autograph is real invites SNAD claims, fee refunds, and feedback retaliation. The honest framing protects your account.

MISTAKE 08 GRADING

"Gem Mint" on raw cards

The term belongs to PSA 10 / BGS 9.5 Pristine. Sell raw as "Mint (ungraded)" or "PSA 9 candidate" instead using the wrong vocabulary flags your listing as misrepresented.

MISTAKE 09 PRICING

No comps research

Pull the last 30 sold-listing prices for the exact set/player/number before pricing not active listings.
Active listings are hopes; sold listings are the market.

MISTAKE 10 PRICING

"Or best offer" with no floor

Always set a minimum acceptable offer. Without a floor you will accept a 30% lowball on the second automated message because the listing looks active.

MISTAKE 11 SHIPPING

No tracking on expensive cards

Anything over \$20 ships tracked, insured, and signature-required. Four dollars saved on shipping is four hundred dollars lost the first time a buyer claims non-receipt.

MISTAKE 12 SHIPPING

Plain white envelope over \$20

A PWE is fine for a \$5 base card. Above that, use penny sleeve + top-loader + team bag + bubble mailer. The package is part of the product.

MISTAKE 13 SHIPPING

Underpriced shipping

99 shipping on a 2 oz bubble mailer is a fine marketing hook set it as a fixed handling line, not a number that turns into a loss when postage actually costs more.

MISTAKE 14 OPERATIONS

Slow handling

A same-day or next-day handling time keeps your search ranking up. eBay penalizes sellers whose handling slips above 3 days; you fall behind in Best Match ordering before you notice.

MISTAKE 15 RETURNS

Vague returns policy

Use "30-day returns" explicitly. A blanket "no returns" turns one defect dispute into a defect + feedback dispute. Clarity beats confrontation.

MISTAKE 16 LISTINGS

Mixed raw / graded photos

If you are selling two cards in one lot, photograph each separately and put them in a single image carousel. Buyers want to see what they are bidding on one collage hides flaws.

MISTAKE 17 LISTINGS

Empty item specifics

Fill Sport, Team, Player, Card Number, Season, Grade, Parallel, and Serial Number. Item specifics are ranking signals AND search filters; blanks drop you out of both.

MISTAKE 18 CATEGORY

Wrong category

Pre-1980 goes in the vintage category; modern base/Prizm/Topps Chrome go in modern. Buyers filter by category, not year vintage buyers will never see your 1972 if it sits in "Modern".

MISTAKE 19 AUTHENTICITY

Reprints sold as originals

If the card is a reprint (Topps Archives, custom card), label it "REPRINT" in the title.
Misrepresentation is SNAD territory; transparency is not.

MISTAKE 20 PRICING

Stubborn Buy It Now

If a card has not sold at your BIN in 60 days, drop the price or add Best Offer. Non-responders do not sell only lower prices and offers do.

MISTAKE 21 TIMING

Selling at off-peak times

List Sunday evening through Tuesday morning. That window is when collectors search and bid; an auction ending Saturday night competes with everyone else and gets lost.

MISTAKE 22 REPUTATION

Feedback under 100

Hit your first 50 positive feedback before listing high-dollar cards. Sub-100 sellers attract "just testing" lowballers who never intended to pay.

MISTAKE 23 DESCRIPTION

Long prose descriptions

Buyers skim. Use bullets: condition, flaws, shipping, returns. Save the story for a one-paragraph intro and a strong photo set.

MISTAKE 24 SHIPPING

Cheap packaging

Sleeve + top-loader + penny sleeve around the top-loader + taped bubble mailer. Every layer costs a re-ship if anything goes wrong pretape that top-loader into the mailer.

MISTAKE 25 VOCABULARY

Trusting the grader scale

"Mint" without a grader is a phrase, not a value. If you are asserting PSA 9 quality, write "PSA 9 candidate (ungraded)". Buyers know the difference; the description is your chance to keep them honest.

CLOSING

Pick three fixes. This week.

Twenty-five is too many to tackle in one afternoon. Pick the three that show up in your last ten sold listings rephotograph the ones with hidden flaws, rewrite the titles, set the floor on Best Offer and ship the changes this week.

Sell-through rate and final sale price are the two numbers that matter. Both move when these changes compound.

WORK WITH CARDPeak

CardPeak Consulting

Independent sports card advisory. We evaluate collections, plan grading submissions, optimize eBay listings, and broker consignment deals when the venue is right.

For a full engagement, email cardpeak-consulting@polsia.app with the size of your collection, the channel you sell through today, and the result you want next quarter.