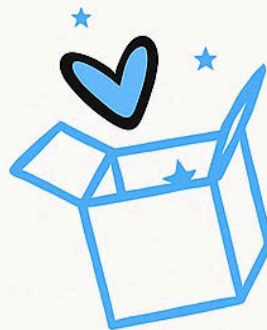


The Collector's Jumpstart Kit

Everything You Need to Start Smart,
Store Right & Sell Like a Pro



The Penny Trend

YOUR ONLINE SHOP

The Collector's Jumpstart Kit

Everything You Need to Start Smart, Store Right & Sell Like a Pro

Presented by The Penny Trend

Table of Contents

1. Introduction: Welcome to The Hobby
 2. Understanding Trading Card Types (Sports & Non-Sports)
 3. Comic Books & Collectibles – The Hidden Gems
 4. Top 5 Card Storage Tips (Preserve Value)
 5. Raw vs Graded – Should You Grade It?
 6. Selling Like a Pro (Platforms & Pricing)
 7. The “Undervalued Rookie” Watchlist
 8. Collector Tools You Should Be Using
 9. Bonus Section: Show Checklist + Inventory Tracker
 10. Final Tips & Your Next Move
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1. Introduction: Welcome to The Hobby

Welcome to the world of collecting — where nostalgia meets opportunity, and passion can turn into profits. Whether you're drawn to the legacy of sports icons, the excitement of discovering rare comic books, or the hidden treasures of 90s pop culture, you're in the right place.

At The Penny Trend, we believe collecting isn't just a hobby — it's a lifestyle. This guide is your jumpstart kit. Inside, you'll learn how to properly store your cards, when to grade, how to sell effectively, and even discover undervalued gems before the market catches on.

Let's build your collection — and your business — the smart way.

2. Understanding Trading Card Types (Sports & Non-Sports)

There are two major categories of cards you'll encounter:

Sports Cards

These include basketball, football, baseball, soccer, and even wrestling cards. Each has key players, rookie cards, and iconic print runs. Examples:

- 1986 Fleer Michael Jordan #57
- 1989 Upper Deck Ken Griffey Jr. Rookie
- 2023 Panini Victor Wembanyama Rookie Inserts

Non-Sports Cards

Often overlooked but extremely collectible. Think Marvel, Pokémon, Star Wars, Garbage Pail Kids, and even Stranger Things sets. These cards attract a wide fan base beyond traditional sports.

Tip: Keep an eye on limited editions, first appearances, and crossover fandoms — they tend to spike in value.

3. Comic Books & Collectibles – The Hidden Gems

Comic books are more than superhero stories — they're timelines of pop culture. First appearances, variant covers, and low print runs hold serious value.

What to look for:

- First appearance of characters (e.g., Incredible Hulk #181 – Wolverine)
- Key story arcs and crossover issues
- Older Silver Age and Bronze Age issues
- Independent publishers like Image, Dark Horse, etc.

Collectibles such as vintage toys (G.I. Joe, He-Man, TMNT) or McDonald's Happy Meal promos from the 90s are gaining traction. Pop culture is back — and buyers are chasing their childhood.

4. Top 5 Card Storage Tips (Preserve Value)

1. Use Penny Sleeves + Toploaders

Every valuable card should first go into a penny sleeve, then into a toploader for rigid protection.

2. Store Upright, Not Flat

Especially important for foil or chrome cards that can warp over time.

3. Avoid Humidity + Heat

Cards need a cool, dry environment. Use silica packs in long-term storage boxes.

4. Invest in a Lockable Storage Box

Protect your high-value items from kids, pets, and dust.

5. Label + Catalog

Knowing what you have is just as important as having it. Use spreadsheets or apps to track your inventory.

5. Raw vs Graded – Should You Grade It?

Grading can multiply the value of a card — but only if done wisely.

Raw means ungraded. You can still sell cards raw if they're in good shape or part of a set.

Graded cards are authenticated and scored (usually by PSA, BGS, or SGC) on condition.

When to grade:

- Rookie cards of major players
- Rare inserts, parallels, or short prints
- Cards in near-perfect condition (centered, sharp corners, clean surface)

Pro Tip: *Use a magnifier and centering tool before submitting. You don't want to pay \$25+ for a card that grades a 6.*

6. Selling Like a Pro (Platforms & Pricing)

You don't need a brick-and-mortar shop to make consistent sales. Here's how to get started:

Best Platforms:

- eBay – Still the king. Use auctions or Buy It Now. Great for rare cards and international buyers.
- Whatnot – Live streaming card sales are huge right now. Engage with collectors in real-time.
- Facebook Marketplace & Groups – Local buyers and niche groups are ideal for bulk deals.
- Instagram – Build a brand presence, then direct followers to your eBay or website.

Pricing Tips:

- Research sold listings, not just active ones.
- Factor in fees (eBay, PayPal, shipping).
- Undercut competitors slightly for quicker sales — or bundle for added value.

7. The “Undervalued Rookie” Watchlist

Every collector dreams of owning the next MJ or LeBron early. Here’s how to spot them:

- College Stars with NIL Deals

They already have fanbases and exposure.

- Bench Players on Big Teams

If they break out, card values can spike overnight.

- Hyped Rookies in Non-Sports

Think new characters in Marvel or Disney+ shows.

Track rookies before their breakout — and pick up their raw cards cheap.

8. Collector Tools You Should Be Using

- TCGPlayer / eBay Sold Listings – To check market values
- Centering Tools + UV Lights – To inspect cards before grading
- Card Ladder / Market Movers – For trends and value projections
- Trello / Notion / Excel – For inventory and set tracking
- Gorilla Cases / BCW Boxes – To organize and secure storage

These tools help you save time, stay organized, and protect your investments.

9. Bonus Section: Show Checklist + Inventory Tracker

Card Show Checklist:

- Business cards
- Portable displays / signs
- Labeled pricing stickers
- Cash box + payment reader (Venmo, PayPal QR)
- Extra sleeves/toploaders
- Inventory sheet + backups

Basic Inventory Tracker Columns:

- Card Title
- Year / Set
- Condition (Raw/Graded)
- Purchase Price
- Current Value
- Location (Box #, Graded Case, etc.)
- Notes

Staying organized is key to scaling your collection or business.

10. Final Tips & Your Next Move

Start with what you love. That's where your passion will shine — and your knowledge will grow the fastest.

Use this guide to build confidence. Then, branch out into buying collections, attending shows, or even starting your own live sales channel.

At The Penny Trend, we're here to help every step of the way. Whether you're flipping your first MJ rookie or building a museum-worthy vault — you've got this.

Now, go grab your sleeves and let's make collecting work for you!