

DYNAMIC *INSIGHT*

Quicker Listings; Better Auction Marketplace Results

OVERVIEW - REACH YOUR FANS WHEN THEY'RE INVESTED

Urgency is essential for successful memorabilia Auctions. Collectibles sell for more when the game they are from is still fresh in the minds of your fans.

Clubs, Leagues and Foundations have implemented this best practice by creating a clear and easy to follow protocol for their memorabilia Auctions. Below are some examples!

NHL Auctions Marketplace - Scheduled in Advance

Game 4 of the Stanley Cup semifinal between the New York Islanders and Tampa Bay Lightning took place on the 19th. The pucks from the game were committed for Auction and listed **before** the game on the 18th to tap in on immediate Auction activity.



MLB Auction Marketplace - From Field, to Authentication and Auctions

MLB begins authenticating game-used assets directly on the field. (*Pictured to the right is an MLB authenticator holding a game-used ball.) After authentication, items are immediately listed for sale. In some cases, items are launched **during the game** itself!



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Other best practices?

Running successful Auctions is an art and a science. Begin implementing best practices used by the likes of MLB, NBA and more to grow online revenue with your copy of the "Auction Marketplace Best Practices" report.

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