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Seasonal Patterns w/ Buying & Selling

- Per Cllct, the card market has a long cyclical history that savvy collectors can use to their advantage.
- There are clear buying and selling seasons across major sports that both buyers and sellers can leverage.
- Prices are often highest during the season when players are performing well, and lowest during the offseason when they aren't active at all.
- This cycle means savvy collectors should only buy during the offseason and only sell during the season.
- Viewing transactions for some of the more popular cards shows the ebb and flows of a given market just by the date on the calendar, for example Patrick Mahomes.

Example: Patrick Mahomes



Source: Cllct, Card Ladder, Longhorn Cards & Collectibles, Data as of 08/31/2025