

INTRODUCTION

Thanks for purchasing this book! <3 Please forgive all the grammar and spelling errors, English isn't my native language.

I hope this guide helps you become a better merchant. Now let's get down to business.

Let me start off by explaining a few things about this guide and trading in general.

Trading/merchanting is not for everyone

There are certain hard skills that I will try to teach you here and those skills can take you a long way in SMMO, but with just these skills you are not guaranteed success. Being a trader requires you to take initiative, pay attention, improvise and handle some setbacks. These are skills I can not teach you.

Additionally there are different styles of trading and different opinions on those styles. I will try to be as objective as possible in this guide, but everything is still my opinion, so do take it with a grain of salt. This is just the stuff that has worked for me personally and I do not claim or try to be an authority when it comes to merching; I'm just sharing what I know.

STARTING OFF

low level trading

If you are new to SMMO you can almost immediately start trading and making a decent profit. In this section I will explain ways to make profit while learning the market.

Collectables, materials and collectors

One tip that goes for every level of trading is: learn who collects/wants what items. This starts early. Most collectors buy the items for more than the average market price. Check the chat, advertisement chat, discord open market channel and the bulletin board in town to find collectors, or check one of the many collector's lists.

This does not only go for collectables, this also goes for some equipment items. Some people are looking for items with a certain sprite or with a certain item name. Check the player market multiple times per day to see if you can snatch some deals. 9/10 times you can get a few 100k just in a minute of buying stuff off the market.

The exact same goes for (crafting)materials. Buy them off the market, sell them for higher in bulk.

Dump items

Some people buy items to dump in the dumping grounds for a set price. You can easily make money by buying dumpable items, make sure they're dumpable because items you can buy off an npc can't be dumped. You can literally refresh the market page and buy low level dumpable items for a profit all day long.



Once you have earned your first few mills you can move on to more profitable ways of merchanting. There is no set difference between medium level trading and high level trading, as I literally just made them up for the sake of this guide, but I would consider items up to 50m to be medium level.

At this point there are no longer any “guaranteed” items to be profitable, this is where you will specialize more, learn more items and learn the market on a higher level. Click every item you can click and try to get a feel for how the pricing works. I would focus on items of epic rarity and above.

Pricing/valuing items that are on the market/have a market history

This may sound like a dumb chapter, but so many people can’t correctly price for the life of them. Let’s start off with the “inspect” button on an item.

Every item has an Inspect button which you can click. This will give you a lot of information about that item’s market history. The mobile and web version got some differences, so feel free to explore those. Below are some short explanations of

Total average Market Price Sold: This is in 95% of the items a totally useless stat.

Last sold item (graph): You can check the graph to see the price of the most recently sold item. Make sure to check the date at the bottom (not included in the screenshot) if it’s recent enough. If it’s over a month ago the prices may have dropped or raised, use previous methods to figure out the price if this is the case. This is one of the more important stats and can be used to negotiate a lower or higher price for an item.

Current market price: This speaks for itself. It shows the current market listings.

Amount sold: Another straightforward stat. I don’t look at this very often.

The key takeaway from this is the current listing and the most recent sale. If the most recent sale is indeed from this month, the current listing price should likely NOT be massively higher or lower than that price. This is true for the MID range of items, as they’re traded often. This varies wildly for the HIGH range.

Example: An item has a recent average sale of 50m according to the graph. You want to buy that item, but see it’s 80m on the market currently. You can use that 50m recent sale to try and negotiate a better deal on that 80m listing. I personally just send a messaging asking "hey, what is your best price for ITEM YOU WANT?" and wait their reaction. This message alone can save you hundreds of mills. If the price is not to your liking feel free to use above information to drive that price down.

Price checking items that are NOT on the market

One question I get quite often is how to price items that are not on the market. This can be quite simple. Go to the Town -> Town hall -> Item Database. Click the type of item you are trying to price and sort on the same rarity. Then go to the exact item you are trying to price in the item

database and look for the items that are close to it statwise, both below and above in stats. Your price should be near the price of the item that does have a recent sale or an item listing. One other thing to take into account, if you play on mobile you can see for how long an item has been listed. If an item has been on the market for a few days/over a week, you can assume it's priced too high. You can adjust the pricing on your own item based on that. Or negotiate a better deal based off that.

THE ENDGAME

If you skipped the medium level trading part, you will likely not succeed here, so I recommend reading the medium level guide and dabbling in some lower end trades first. High(er) level trading is anything with a value higher than 50m in my opinion.

At this point you need to know the market well or start to learn it intimately. You will be searching the market for good deals, checking trade channels on discord and ingame and also posting your own sales there. You will start to know the correct prices of items, or will be able to determine them. In the high end it's more important than ever to look at recent sales, ALSO OUTSIDE OF THE MARKET. I can not tell you which items are often a good deal, as that varies wildly per timeframe, but you should have enough experience on your own to determine good deals or try to negotiate them.

General do's and don'ts in high end trading

When buying equipment, especially close to Best in Slot, check Mike's Trello (can be found on Discord) to see if there are any new gear releases planned. New releases majorly impact the prices.

Never pay the listed market price, unless you KNOW it's a good deal. Always send a message to check if they can do a better price. Simply start off with "what's your best price for xxx". If you need to haggle further, use facts and stats to try and get a better price. Always stay respectful tho, which leads me to the next point.

Your reputation is everything. Do not try to rip people off, do not try to take advantage of people not knowing prices, stay polite. If you are known as a ripoff or a rude player you won't get any business done. In the high end of trading there will be a lot of face to face trading.

You can check out ANY non event or custom item in the game at the Town Hall.



Event trading

During an event is by far the easiest moment to make money. There are a few ways to make

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money during an event:

- Snipe cheap event materials on the player market and resell them for more
- Buy bulk event materials, buy items off the event store, list those on the market with a markup
- Buy bulk event materials, buy items off the event store, hold them until the event is over. This carries a risk with them of the prices dropping of certain items if too many people do this. There is no golden rule for this, only time and experience will tell.

I would refrain from buying event materials at the start of the event as the prices so far have dropped in the vast majority of the events. Once again this is not a golden rule, but rather something that CAN happen. Nothing in this document is a guarantee, rather my experience.

Commission trading

Commission trading means you sell somebody's item for them in exchange for a percentage. It varies per trader how much they ask, but I see 5-20% being asked. Do not attempt this type of trading with high end items without plenty of experience. You risk the chance of disappointing your client and coming off as amateuristic. ***You should have plenty of experience with the type of item you are trying to commission trade.***

This guide is prone to change, nothing in here is an absolute or a 100% golden rule. Use at your own discretion and always use your common sense.

Thanks for reading <3

C A N H S H S