

MARKETPLACE — EXECUTIVE BRIEFING

Resale Pricing Briefing

One model, ninety days — what the floor supports and what it does not

The read

Condition, not age, sets the price on this model. The spread between excellent and very good is wider than the spread between a five-year gap in production year, which means the authentication and grading step is where the value is created rather than in the listing.

3.IX Price spread, excellent to fair	1.2X Price spread across five production years	214 Completed sales in the window	18 Days to sale at median
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THE DATA SUPPORTS

- 01 Condition grade as the primary price driver.
- 02 Faster sale at higher grades, not just higher price.
- 03 Original packaging as a measurable premium.

IT DOES NOT SUPPORT

- 01 Production year as a meaningful driver within this range.
- 02 Colourway premiums at the volumes observed.



What is actually being sold.

THE ITEM · MCLEUKER HOUSE SET

SO WHAT

Grading is the value step. A listing that grades accurately sells faster and higher, and a listing that grades optimistically produces a dispute rather than a sale.

The floor

MEDIAN PRICE BY CONDITION

Indexed to fair.



BY GRADE

GRADE	SALES	MEDIAN INDEX	DAYS TO SALEDISPUTE RATE
Excellent	41	309	6LOW
Very good	78	212	12LOW
Good	64	148	21MODERATE
Fair	31	100	34HIGHEST
Total	214		18

Completed sales only. Active listings are excluded — an asking price is not a price.

SO WHAT

Excellent sells at three times fair and in a fifth of the time. Both halves of that matter to a marketplace, and only one of them shows up in a price comparison.



One of one, photographed once, sold once. Everything about this listing has to be right the first time.

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Where disputes come from

THE PATTERN

Highest dispute rate	Fair and good grades
Most common cause	Listed a grade above assessed condition
Effect on the seller	Slower sale and a return
Effect on the marketplace	Two shipments and a resolution cost
Not assessed	Whether disputes cluster by seller — outside this review

WHERE GRADING BELONGS

AT LISTING	Assessed against a published rubric Not against the seller's own description.
BEFORE PRICING	Grade first, then price to the grade Pricing first is what produces the optimistic grade.
ON DISPUTE	Re-graded against the same rubric So the resolution is checkable rather than negotiated.

SO WHAT	Optimistic grading costs more than it earns — a slower sale, a return and two shipments. Grading before pricing is the sequence that removes the incentive.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Publish the grading rubric to sellers	Marketplace Director	30 Sep	Grades stay a matter of opinion
Require a grade before a price is set at listing	Product Lead	14 Oct	Optimistic grading continues to be rewarded
Re-price the recommendation engine on condition, not year	Pricing Lead	31 Oct	Sellers are guided to the wrong driver
Review whether disputes cluster by seller	Trust and Safety	30 Nov	A concentrated cause stays invisible

SOURCES AND BASIS

Completed sales — public completed listings for this model over the stated ninety-day window.
Condition grades — as recorded at listing on the platform.
Dispute rates — our own resolution records over the same window.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Resale Pricing Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.