

AVAA Perspectives Series

Trading Card Valuation Best Practice

Interest in professional trading card valuation continues to grow as collectors, insurers, legal advisers and even investors increasingly require reliable advice regarding market value, authenticity and condition. This webinar examines best practice valuation approaches for trading cards together with the practical considerations influencing valuation outcomes.

This installment of the AVAA Perspectives webinar series is designed for valuation professionals looking at trading cards as professional specialisation. Participants will develop a stronger understanding of pricing influences, grading systems, authentication processes and the commercial realities affecting trading card valuation assignments.

What You'll Discuss At This Webinar —

- Market trends and the growth of trading card collecting.
- Authentication, grading and condition issues.
- International valuation approaches and market influences.
- Australian market considerations and client expectations.
- Risks associated with counterfeits, alterations and provenance.
- Practical challenges in preparing valuation advice and reports.

With trading cards becoming recognised as an investment class asset, this webinar explores benchmark international practices alongside the practical realities currently shaping evolving trading card valuation sector. It's a great chance for you to be at the forefront of the discussion.

Presentations will be delivered by AVAA Certified Valuers (CVAU) with experience across trading cards and collectables markets, drawing on both Australian and international perspectives. Their practical involvement within the sector will provide webinar participants with applied industry insight grounded in current market conditions.

As trading card markets continue attracting greater commercial, insurance and legal attention, this webinar supports practitioners holding the AVAA Certified Valuers (CVAU) credential while also assisting those considering applying for the CVAU credential. It's also relevant to individuals with a broader involvement within specialist collectables valuation practice.

Webinar Details And Your Investment —

Wednesday, 29 July 2026 (3.00PM AEST, 90 Minutes)
Online Webinar

AVAA Member cost:	\$47.50pp
Non-member cost:	\$97.50pp



Organised by the Auctioneers and Valuers Association of Australia (AVAA), this is one of the AVAA Perspectives webinar series that keep professionals up to date with the latest issues in quality practice.

Secure your tickets via the website at:

www.avaa.com.au/perspectives





The Auctioneers and Valuers Association of Australia (AVAA) is a member-led national professional association representing auctioneers and valuers working across fine art, antiques, collectables, goods, vehicles, plant and equipment.

AVAA exists to support the professionals in the sector, those who build trust with clients, exercise independent expert judgement, and uphold high ethical and professional standards every day.

Our Vision

A profession where auctioneers and valuers are recognised, respected, and trusted for their expertise, integrity, and professionalism, with members proudly identified through the AVAA Certified Auctioneer (CAAu) and AVAA Certified Valuer (CVAu) credentials.

Our Mission

To advance the careers and standing of professionals holding the CAAu and CVAu credentials by setting clear professional and ethical standards, delivering quality education, and being an effective voice for the auction and valuation sectors in a changing market.

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