

CTCA TRUSTED SELLER™

A National Trust Standard for
Trading Card E-Commerce



One verification. • One credential. • Accepted across all platforms.

THE PROBLEM

Online sales are an increasingly important part of the hobby — but seller verification and accountability vary significantly from platform to platform.

THE SOLUTION

CTCA Trusted Seller is a portable, independent credential for individuals and businesses selling trading cards and collectibles online.

FOR SELLERS

- Verified identity
- Portable credential, recognized across all platforms
- Public directory listing
- QR-enabled badge

FOR MARKETPLACES

- Standardized seller verification
- Reduced onboarding and review burden
- Consistent seller expectations
- Incident reporting
- Directory and API integration

FOR COLLECTORS

- Know who you're buying from
- Verify credentials instantly
- Report issues through a standardized process
- Greater accountability after the sale

FOR INDUSTRY PARTNERS

A scalable, independent trust layer that lets brands support online selling without building their own seller-vetting systems.

*Brand partners shouldn't have to determine which individual sellers are trustworthy. Platforms shouldn't have to build a hundred different vetting systems. **CTCA provides one independent standard that travels with the seller from platform to platform.***

BRAND PARTNER



MARKETPLACE



SELLER



COLLECTOR

CTCA — THE INDEPENDENT TRUST LAYER ACROSS EVERY LINK



PROPOSED NEXT STEP

Pilot the Trusted Seller standard with a select group of respected marketplaces and sellers.

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