

## Price definition in the online catalogue

Since this online catalogue was first available as a professional one, it has been a major topic of discussion. Now this catalogue is not a dealer catalogue, nor is it an auction catalogue, but it is a catalogue for stamp collectors. Stamp collectors often talk about the value of their stamps, which goes hand in hand with what they hope to get when they sell their collection. The online catalogue tries to get the prices the collector should get for his stamps from the market.

The catalogue prices in the SBK (Swiss Stamp Catalog) are retail prices, they are the prices you pay for a stamp when you buy it in a store. More or less you will often get a discount, but always on the price of the dealer's catalogue. The stampdealer association has defined a price for each stamp.

So we can say:                   The price is what you pay.  
And we also know:           The value is what you get.

## Retail prices and catalogue prices according to SBK

If a dealer has a stamp in stock, you have to take into account that the dealer has bought this stamp at some point, hoping to sell it as soon as possible. He has therefore transferred capital into stamps and is therefore less liquid at the price he paid. As a dealer he also has obligations, he has to pay wages, he has to pay social security, he may have to pay VAT and he has to guarantee that the stamp he sells is genuine.

Above a certain price range, he must have the stamp certified. All these things have to be added to the purchase price the dealer had. Thus the dealer provides a service and often it is so that the stamp is in stock at the dealer. Even if you want to sell a good and rare stamp, you can go to the dealer, he will make you an offer.

Another part of the trade is the auction houses, they do not sell them at auction. In this case, the decisive factor is always the starting price, because if there is only one person who wants to sell, that is the hammer price. The seller usually gets 80% of this price, the buyer pays about 30% more from hammer price.

## The prices in the online catalogue

If we take the auction, where it is assumed that market prices are obtained, we can make a calculation. In the case of a hammer price of 1000.- CHF. this makes 800.- CHF. for the consignor (less any new certificates) and just under 1300.- CHF. for the buyer. But for us what the collector gets is **800.- CHF.** or **650.- CHF.** if the certificate cost's 150.- CHF.