

The Price of Greatness

Established icons, emerging stars and the limits of a consolidation story

A Nomad OS observational study of 18 selected PSA 10 cards across six players. Historical coverage: September 14, 2024 through September 13, 2026, inclusive.

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Established players lead in football and basketball. The soccer comparison reverses the combined result. The evidence supports selective relative strength, not a market-wide shift toward established greatness.

Nomad OS, Nomad Software Group's proprietary software, calculated the card-price medians, percentage changes and group comparisons from CardHedge-reported sales. This report presents the narrative, complete card-level results, methods and sources.

The question, and the answer

Our first study left us with a question worth pursuing: were collectors concentrating value in players whose greatness was already established? Strong sampled results for enduring names made that a plausible interpretation. This follow-up gives the idea a narrower test. We compare Tom Brady with Patrick Mahomes, LeBron James with Victor Wembanyama, and Lionel Messi with Lamine Yamal, holding the reported grade at PSA 10 and selecting three licensed cards per player. [1]

The result resists a simple headline. Using our primary 90-day endpoint windows, Brady's three-card mean price change is **+219.3%**, against Mahomes' **+36.0%**. LeBron records **+247.1%**, against Wembanyama's **+196.2%**. Those comparisons favor the established names. In soccer, however, Yamal's **+712.1%** exceeds Messi's **+244.4%**.

With each player weighted equally, the emerging/comparator group rises **314.8%** and the established group **236.9%**: a **77.9 percentage-point** advantage for the former. That does not erase the two sport-level findings. It shows how an unusually large result in one pairing can determine the combined answer.

What we can conclude

This sample supports established-player relative strength in two comparisons, alongside much stronger appreciation in one emerging-player sample. It does **not** establish that capital moved out of prospective greats and into established icons. We observe reported prices for selected cards, not buyer portfolios, changes in ownership concentration or shares of total hobby spending.

That distinction is the study's central finding. A collector can be right that particular established names strengthened without being right that the whole market consolidated around them. Equally, a stronger aggregate for the emerging group should not be mistaken for uniform outperformance by its members.

Read this document	Purpose
Narrative and results	The question; the two-year setting; three sport comparisons; sensitivity; conclusions.
Methods and evidence	All 18 cards, all endpoint sensitivities, source accounting and calculation traceability.

What the comparison measures

We obtained provider-reported sale histories for a fixed set of 18 cards across two years. Of 15,917 distinct provider record identifiers, 15,806 records met our source-screening criteria and 111 were excluded. We retained the source identity of each accepted record. These are provider-reported observations, not 15,806 independently authenticated physical-card sales.

For each card, Nomad OS computes the median reported price in an opening and a closing window. The primary opening window is **September 14-December 12, 2024**; the closing window is **June 16-September 13, 2026**. A median is the middle price, averaging the middle two for an even number of observations. The card-level change is $100 \times (\text{closing median} / \text{opening median} - 1)$.

We then take the arithmetic mean of the three card-level changes for each player, and the arithmetic mean of three player results for each group. This is a mean of percentage changes, not the percentage change in a pooled median or the return on buying one example of every card. A \$30 card and a \$7,000 card each receive one-third of their player's weight. Transaction-rich cards receive no extra weight.

A common grade is a control, not a level playing field

PSA 10 removes one important grade distinction. Exact card matching also keeps the same provider-qualified product in each endpoint. It does not equalize product age, prestige, population, price level, team depiction, issue format or scarcity. Our Brady and Mahomes samples are rookie-year products; the LeBron and Messi selections include later-career products. We required licensed products and allowed both rookie-year and later-career cards.

We selected cards using recent activity reported by CardHedge and a review of the products, before calculating the results for the final sample. We could not establish which grades the catalog activity ranking covered. We therefore do not describe these as the three most transacted PSA 10 cards for each player across the full historical period. Retrospective selection by present visibility can favor surviving, currently popular products.

The sample contains 17 Base cards and one Silver parallel. After reviewing our initial results, we replaced Mahomes' Score #403 Base with Prizm #269 Silver for product relevance. We checked the replacement's identity and available sale history before calculating the revised result. Because we changed the selection after seeing the initial results, this was not a sample fixed entirely in advance.

The six players were chosen deliberately. The labels "established" and "emerging/comparator" describe our research grouping, not a formal ranking of sporting greatness. In particular, Mahomes is not equivalent to an unproven prospect, and Yamal became a world champion during this period. [7] The contrast mixes career stage, legacy, supply and product choice; it does not isolate any one of them.

Two years, with different clocks

The opening price windows sit in autumn 2024. The primary closing window sits in summer 2026 and extends into September. That is an economically meaningful difference: the same calendar months do not represent the same competitive phase across football, basketball and soccer. Our within-sport pairings share dates, which removes some calendar mismatch between the two names. It does not remove differences in how an active star and an established icon respond to that calendar.

The period also contained changes in sporting information. Kansas City lost Super Bowl LIX to Philadelphia, 40-22, on February 9, 2025. [2] Wembanyama's 2024-25 season ended following a blood-clot diagnosis announced in February 2025. [3] In May 2025, Barcelona completed a domestic treble, with Yamal contributing to its league campaign. [4] These events illustrate why sporting performance and uncertainty belong in the economic discussion.

They do not identify our price mechanism. The primary run compares endpoint distributions; it does not estimate daily or monthly responses around those events. A separate exploratory Yamal analysis below examines four fixed summer windows. We cannot say when a repricing occurred, whether it was anticipated, or how much of the observed change it explains. We therefore distinguish the primary long-period changes from the limited sequence observed in the supplemental event windows.

The wider marketplace matters, too

eBay reported fourth-quarter 2025 gross merchandise volume of \$21.2 billion, up 10% year over year as reported. [5] That establishes wider marketplace expansion during part of the study, not a sports-card price index. GMV combines quantities, prices and product mix across categories. Subtracting its growth from our card-price changes would not create a valid market-adjusted return.

FIFA scheduled the 2026 World Cup from June 11 to July 19. [6] Our 90-day closing window overlaps that scheduled period and continues beyond it; the 60-day window begins July 16, while the 30-day window begins August 15. Soccer endpoint sensitivity is therefore also sensitivity to different calendar exposure. Spain then defeated Argentina in the July 19 final, with Yamal and Messi on opposing sides. [7] Both player markets shared exposure to the final; Messi is not an untreated control. Our event-window extension tests timing without claiming a tournament-caused price effect.

Historical precedent supplies a hypothesis: collectors may value durable achievement while also paying for the possibility of future achievement. This study tests selected relative price changes. It contains no multi-cycle historical benchmark, seasonal adjustment or causal performance model that would establish which mechanism dominates across the hobby.

Two local leads, one aggregate reversal

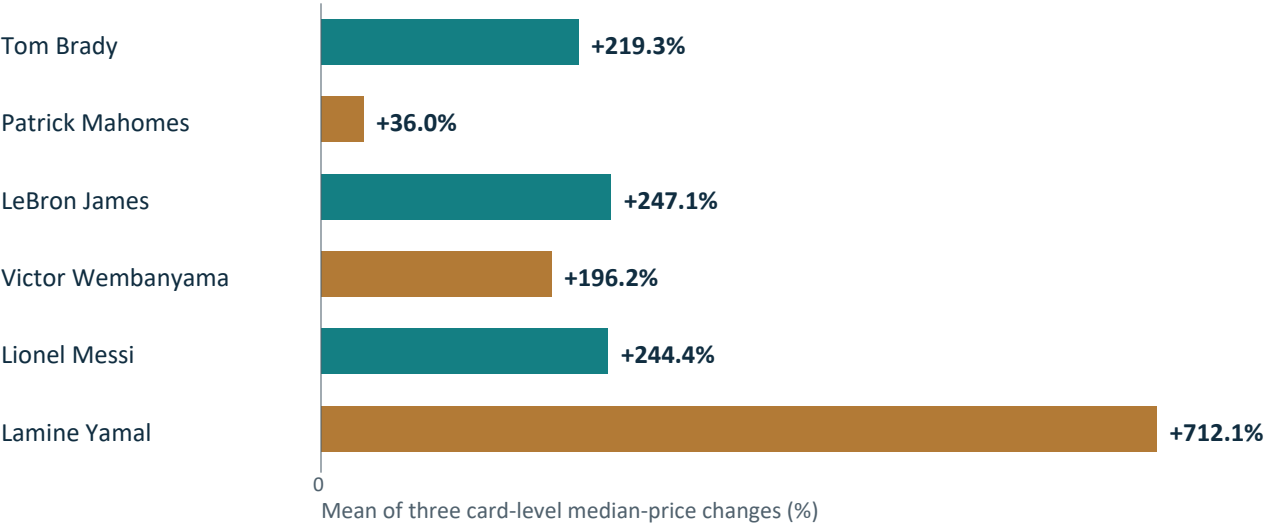


Figure 1. Equal-weight means of three card-level changes. Teal: established group. Bronze: emerging/comparator group. Bars show observed descriptive estimates, not risk-adjusted returns or confidence intervals. All six primary player results have complete three-card support.

Pairing	Established	Comparator	Comparator minus established
Football	+219.3%	+36.0%	-183.3 pp
Basketball	+247.1%	+196.2%	-50.9 pp
Soccer	+244.4%	+712.1%	+467.8 pp
All three pairings	+236.9%	+314.8%	+77.9 pp

The combined contrast is the equal-weight average of the three sport contrasts. It is not a vote in which winning two pairings guarantees the overall result. Soccer's +467.8-point comparator advantage outweighs football's -183.3 and basketball's -50.9. This is concentration of influence within our summary statistic, not measured concentration of capital in the market.

Nor do the 15,806 source records create 15,806 independent tests of a greatness hypothesis. The comparisons concern six deliberately selected players and 18 products, with shared sporting and market exposures. We report no statistical significance, causal coefficient or population confidence interval.

Football: the strongest legacy lead

Brady provides the clearest support for the original intuition. All three of his selected products show large primary endpoint increases: Bowman Chrome +277.1%, Bowman +194.4%, and Skybox Impact +186.4%. Mahomes' revised set also rises across all three cards: Prizm Silver +52.3%, Donruss Base +31.6%, and Donruss Optic Base +24.0%. The player-level difference is therefore not produced solely by one Brady card rising against otherwise similar results.

The dollar levels make the distinction tangible. Brady's Bowman Chrome median moves from \$6,999.99 to \$26,400.00. Mahomes' Prizm Silver moves from \$4,726.00 to \$7,200.00, supported by 19 opening and 22 closing observations. Those are changes in reported prices for the same respective products, not an exchange ratio between otherwise interchangeable assets. The cards differ materially in age, price and potential supply.

Thin turnover does not erase a result

Brady's Bowman result uses nine observations in the opening 90-day window and 16 in the closing window. We retain it under the stated inclusion rules and disclose the support. Lower observed turnover is not itself evidence of a bad card choice, nor proof that the card has a smaller print run. We have no print-population series that would let us divide the observed change into scarcity and demand components.

A legacy-demand explanation is consistent with these numbers: buyers may attach growing value to durable accomplishment and recognizable older products. But other explanations remain open, including product-specific demand, changes in the sellers or venues represented, or differences in supply reaching the market. The small selected set does not discriminate among them.

Replacing Score with Prizm Silver raises Mahomes' primary three-card mean from +16.5% in the initial analysis to +36.0%. The football contrast is -183.3 percentage points, and Brady still leads under all three window definitions. The substitution changes the magnitude of the result without changing the ordering.

Mahomes' positive player mean is also important. This is relative underperformance, not a finding that his entire sample collapsed. A consolidation narrative framed as money leaving one player for the other would need evidence about expenditures or portfolio changes. Our records do not follow those transfers.

The football ordering survives both narrower endpoint definitions. The comparator-minus-established difference remains negative at 60 days and 30 days. That makes the ordering less dependent on the primary window choice, while leaving the attribution problem unresolved.

Basketball: product choice still matters

LeBron's +247.1% primary player mean exceeds Wembanyama's +196.2%, yet both samples appreciate substantially. Within LeBron, the selected 2020 Prizm card rises +348.5%, 2004 Topps +283.3%, and 2018 Prizm +109.4%. Wembanyama's Prizm rises +257.9%, Prizm Monopoly +173.6%, and Hoops +157.1%. The ranges overlap: some emerging-star products outperform some established-star products.

That overlap prevents a player label from doing all the explanatory work. The result depends on which three products represent each name. A later-career LeBron base card is not a matched economic substitute for a Wembanyama rookie product merely because both are PSA 10. The comparison keeps product identity consistent through time; it does not match every product characteristic across players.

Volume and weight answer different questions

Wembanyama's selected Prizm #136 alone accounts for 8,188 of the 15,806 accepted records. Its primary endpoints contain 1,702 opening observations and 585 closing observations. By contrast, LeBron's 2004 Topps endpoints have 13 and 29. The equal-weight means do not let that much greater transaction representation dominate the player or cohort estimates: each card still has equal weight.

This choice answers how the selected products performed on average. It does not answer where most dollars changed hands. A turnover-weighted comparison could produce a different result, and would need its own declared denominator and coverage assumptions. Large source volume should not be confused with a representative sample of collectors or spending.

The basketball direction survives the 60- and 30-day endpoints, with LeBron's advantage widening relative to the primary estimate. This is useful sensitivity evidence. The windows overlap and reuse many observations, however, so they are not three independent replications.

Sporting uncertainty remains relevant context, especially for an active young player. But neither a known interruption in play nor the positive endpoint result tells us the intervening price path. The disciplined conclusion is comparative: this selected LeBron set appreciated more, while the selected Wembanyama set also experienced substantial appreciation.

Soccer: the exception changes the answer

Yamal is the decisive counterexample to a uniform flight toward established greatness. Each of his three primary card estimates exceeds +450%: Donruss FIFA #177 rises +459.8%, Donruss FIFA #54 +546.9%, and Topps Chrome UEFA Club Competitions #64 +1,129.7%. Messi's selected products also rise strongly, ranging from +221.0% to +283.3%, but they do not approach that mean rate of appreciation.

The largest Yamal result moves from an opening median of \$49.95 to a closing median of \$614.25. A relatively low starting price amplifies percentage changes, but the closing dollar level also makes clear that this is not just an arithmetic change around a few cents. We do not infer that every Yamal product behaved this way or that a buyer could have realized this change after costs.

A large number with an important absence

The Donruss FIFA #54 series has 13 closing-window observations under the primary rule. Its last retained sale is July 24, 2026, well before the September 13 study end. In the narrower 60-day closing window it has five observations; in the final 30-day window it has none. The primary median is therefore a supported window statistic, not an up-to-date September quote.

We do not fill the absent August-September price with zero, a carried-forward sale or another card. The missing 30-day cell makes that card's change unavailable. The three-card Yamal mean, the complete emerging-group mean, the soccer contrast and the combined contrast consequently become unavailable too. Five missing derived outcomes follow from one missing cell.

That behavior matters for interpretation. The complete 90- and 60-day calculations agree that the emerging group leads overall. The 30-day version cannot confirm or reject that ordering, because the declared complete-member requirement is not met. Reporting only the two remaining Yamal cards would change what the comparison measures after seeing the data.

The soccer evidence is consistent with repricing as expectations and realized achievement evolved, alongside appreciation in an established icon. Yamal was a world champion by the end of the study; "emerging" describes career stage, not the absence of accomplishment. [7] It is also compatible with product and supply effects that we have not measured. What it decisively challenges is the stronger claim that every selected established player outperformed the selected contemporary.

Yamal: before the tournament, after the title

We asked whether Yamal's prices rose before the World Cup and again after Spain won. The final matters to our comparison: on July 19, Spain defeated Messi's Argentina 1-0 after extra time, and Yamal became a world champion. [7] A model of future greatness that ignores the arrival of a major realized achievement would miss part of the economic setting.

We tested a narrower timing question using the same three Base cards and the sale records already accepted for analysis. Four equal, calendar-fixed 21-day windows describe the lead-in and aftermath: April 30-May 20, May 21-June 10, July 20-August 9 and August 10-30. The tournament itself is excluded from these windows. We chose these dates after reviewing our initial long-period results, but before inspecting the event-window price results. We chose 21 days to give two equal windows on each side; other lengths were not tested. This is an exploratory extension, not a preregistered event study.

All three sampled card medians rise from the early to late pre-tournament window. The mean of their card-level changes is **+12.6%**. Comparing the final pre-tournament window with the first post-final window gives a further **+35.8%** mean change. That supports higher sampled prices before the tournament and higher first-post-final prices relative to the pre-tournament benchmark.

The later aftermath is different

The two products with observations in August 10-30 both decline relative to July 20-August 9: Topps Chrome UCC #64 Base falls **11.0%**, and Donruss FIFA #177 Base falls **18.4%**. Donruss FIFA #54 Base has no observation in the later window, so the complete three-card post-final mean is not estimable. We do not remove it to manufacture an available average.

The sequence is therefore a pre-tournament rise, a higher first-post-final level, and a later pullback in the two observed series. It does not show an uninterrupted post-win ascent. Nor does the across-event comparison isolate the final: it spans the tournament and the following three weeks, during which expectations, performance, listings and market conditions could all change.

The single opening observation for #54 means its first "median" is one reported sale. Its +76.3% across-event estimate rests on five pre-tournament and three first-post-final observations. These small counts limit how confidently the observed pattern can be generalized.

The summer sequence, with its evidence

Yamal PSA 10 card	Apr 30-May 20	May 21-Jun 10	Jul 20-Aug 9	Aug 10-30
Topps Chrome UCC #64 / Base	\$428.30 N = 14	\$532.50 N = 20	\$629.00 N = 28	\$559.98 N = 14
Donruss FIFA #177 / Base	\$157.50 N = 4	\$161.36 N = 6	\$182.50 N = 15	\$148.88 N = 11
Donruss FIFA #54 / Base	\$115.00 N = 1	\$127.62 N = 5	\$225.00 N = 3	- N = 0

Window medians in reported USD. All four periods are 21 days in 2026, with UTC date boundaries. N is the number of retained reported observations, not unique buyers or physical specimens. Dollar display rounding does not alter the percentage calculations.

Card / mean	Before tournament	Across event	Later aftermath
Topps Chrome UCC #64 / Base	+24.3%	+18.1%	-11.0%
Donruss FIFA #177 / Base	+2.5%	+13.1%	-18.4%
Donruss FIFA #54 / Base	+11.0%	+76.3%	Not estimable
Complete three-card mean	+12.6%	+35.8%	Not estimable

Before: early-to-late pre-tournament window. Across: late pre-tournament to first post-final window. Later aftermath: first to later post-final window. "Across" is neither the price change during the final nor the causal effect of becoming champion. The first two complete means have all three card estimates; the last does not.

The four windows provide 12 distinct card-window measurements. Adjacent comparisons reuse some of those measurements, producing nine card-level changes and three complete-player means. Ten results are available and two cannot be estimated. Reusing a window does not add independent evidence; all observations came from the sale histories already collected.

Messi's presence in the final is relevant context, but we have not run an analogous event-window comparison for him. We therefore do not claim that Yamal's changes exceeded Messi's around the tournament, or that a winner-loser contrast identifies a causal effect. The original long-period soccer comparison and this timing exercise answer different questions.

How much does the window matter?

Player / grouping	90 days: primary	60 days	30 days
Tom Brady	+219.3%	+214.3%	+237.4%
Patrick Mahomes	+36.0%	+45.8%	+49.1%
LeBron James	+247.1%	+259.7%	+259.7%
Victor Wembanyama	+196.2%	+188.8%	+187.9%
Lionel Messi	+244.4%	+261.9%	+302.1%
Lamine Yamal	+712.1%	+743.7%	Not estimable
Established mean	+236.9%	+245.3%	+266.4%
Comparator mean	+314.8%	+326.1%	Not estimable
Comparator - established	+77.9 pp	+80.8 pp	Not estimable

The combined advantage is +77.9 percentage points under the primary rule and +80.8 under the 60-day rule. Football and basketball continue to favor the established name in every available version. These direction checks support a qualified result: the principal ordering does not disappear when we move from 90-day to 60-day endpoints.

They do not resolve selection sensitivity. The disclosed Score-to-Silver substitution demonstrates one dimension of selection sensitivity. Beyond that change, we have not removed a player, changed cohort weights or estimated a matched-price-level comparison. We also have not estimated volatility, maximum drawdown, monthly momentum, inflation-adjusted change or net realized profit. The Yamal supplement adds a fixed-window chronology, not any of those measures. Those would be different questions requiring explicit methods and, in some cases, additional inputs.

A two-year history is not a two-year holding return

The source coverage spans 24 months. The estimates compare two multi-day price distributions inside that span. The center of the first window and the center of the last are less than two years apart, and the transactions are different specimens. Annualizing these figures as a precise two-year investment return would imply a purchase, holding period and sale we do not observe.

The 4,590 distinct accepted records appearing in the primary endpoint cells also cover all narrower endpoint memberships, because those windows are nested. The remaining accepted history is preserved. The Yamal extension separately uses 121 distinct observations in four event windows; these are drawn from the same 903 accepted Yamal records. Repeated sensitivity use does not multiply the amount of independent evidence.

What we found, and what remains open

The sample shows selective relative strength

Brady and LeBron lead their selected counterparts under every available endpoint definition. Messi also appreciates strongly, but Yamal appreciates more. The primary comparison therefore supports two local legacy leads and one large emerging-player lead. It does not support a uniform established-player premium across the three pairings.

The combined result needs its components

The equal-weight emerging/comparator group leads by 77.9 percentage points in the primary analysis. Its advantage coexists with underperformance in two sports because soccer contributes a much larger positive difference. Publishing only the group mean would conceal the disagreement that makes the study useful.

Achievement and expectations both need a timeline

The Yamal extension supports a rise before the World Cup and a higher first-post-final level, followed by declines in the two later-observed products. The late-summer absence of the third card prevents a complete post-final mean. The data add chronology, not a causal estimate of the title.

Price appreciation does not demonstrate consolidation

To establish economic consolidation, we would need a defined measure of concentration: for example, a changing share of total transaction value, a changing distribution of buyer holdings, or a market-wide concentration index. Our fixed sample, price medians and equal weights do not supply those denominators. Relative price changes are evidence relevant to the hypothesis, not a direct measurement of capital migration.

The next question is more precise

A future design could test a predeclared, broader universe with comparable product strata and a consistent transaction-value denominator; it could separately examine seasonally aligned windows and player-event responses. Supply and grading-population histories would help distinguish scarcity from demand. Such extensions should preserve the same separation between source facts, Nomad OS calculations and interpretation. They are research proposals, not analyses performed for this study.

Our answer is therefore neither a blanket confirmation nor a dismissal of the original intuition. Established greatness attracted substantial price appreciation in the products we examined. Anticipated greatness could attract even more. The useful conclusion is that collectors' valuations can strengthen around legacy and future promise at the same time, with product choice and sport-specific experience determining which dominates a particular comparison.

Methods and evidence

Stage	Count	Meaning
Distinct provider source identifiers	15,917	Source reconciliation denominator; not independently verified physical transactions.
Excluded from analysis	111	Excluded records are not counted as accepted observations.
Accepted for analysis	15,806	17 unchanged card series plus the 156-record Silver replacement.
Exact cards / selected players	18 / 6	Three licensed cards per player; PSA 10 only.
Distinct endpoint observations	4,590	Used by primary cells; narrower windows reuse subsets.
Card-window measurements	108	107 observed; one unavailable.
Derived comparisons	90	85 observed; five missing.

The sample revision removes 352 Score record identifiers, comprising 350 accepted and two excluded records, and adds 199 Prizm Silver identifiers, comprising 156 accepted and 43 excluded records. The resulting sample contains 15,917 identifiers: 15,806 accepted records and 111 exclusions. Score records are not included in the reported revised results.

We requested two annual segments of sale history for each of the 18 cards, covering 36 card-year segments. Some retrieval attempts had unresolved outcomes. Collecting the available provider history does not establish that we captured every sale in the market.

We reconciled provider record identifiers before analysis and reused previously retained records without adding them again. Each card identity remains specific to the provider: it is not an independently verified match across data providers or a match to a physical card or certification number. We controlled duplicate provider identifiers, but separate identifiers may still describe economic activity we cannot independently verify.

All observation windows use Coordinated Universal Time (UTC). The study covers September 14, 2024 through September 13, 2026, inclusive. We retained the source versions used for each calculation so the results can be traced to their inputs. Retrieval dates do not replace reported transaction dates, and public-event dates retain the publishers' dating conventions.

Nomad OS uses exact rational arithmetic. Tables display two decimal places for dollar medians and one decimal place for percentage changes; a median can contain a fraction of a cent. Percentage changes are computed from the unrounded calculation values, so recomputing from the printed dollar cells can differ slightly.

Football: complete primary results

PSA 10 card	24-month records	Opening median	Closing median	N open / close	Change
Tom Brady 2000 Bowman Chrome #236 / Base	200	\$6,999.99	\$26,400.00	19 / 37	+277.1%
Tom Brady 2000 Skybox Impact #27 / Base	162	\$898.00	\$2,572.00	21 / 27	+186.4%
Tom Brady 2000 Bowman #236 / Base	102	\$6,200.00	\$18,250.00	9 / 16	+194.4%
Patrick Mahomes 2017 Donruss Optic #177 / Base	596	\$1,150.00	\$1,425.50	68 / 80	+24.0%
Patrick Mahomes 2017 Prizm #269 / Silver	156	\$4,726.00	\$7,200.00	19 / 22	+52.3%
Patrick Mahomes 2017 Donruss #327 / Base	239	\$1,030.00	\$1,355.50	24 / 40	+31.6%

Primary windows: September 14-December 12, 2024 and June 16-September 13, 2026. Counts are accepted provider-reported observations in those windows. Full-history counts are not population estimates or weights. All products shown are the licensed products selected for analysis.

Card-level sensitivity

Card	60-day change	30-day change
Tom Brady / 2000 Bowman Chrome #236 / Base	+249.3%	+244.1%
Tom Brady / 2000 Skybox Impact #27 / Base	+194.5%	+225.2%
Tom Brady / 2000 Bowman #236 / Base	+199.0%	+242.9%
Patrick Mahomes / 2017 Donruss Optic #177 / Base	+34.1%	+42.0%
Patrick Mahomes / 2017 Prizm #269 / Silver	+70.3%	+71.6%
Patrick Mahomes / 2017 Donruss #327 / Base	+33.0%	+33.7%

Basketball: complete primary results

PSA 10 card	24-month records	Opening median	Closing median	N open / close	Change
LeBron James 2020 Prizm #1 / Base	253	\$57.75	\$259.00	46 / 18	+348.5%
LeBron James 2018 Prizm #6 / Base	121	\$21.97	\$46.00	13 / 31	+109.4%
LeBron James 2004 Topps #23 / Base	164	\$176.10	\$675.00	13 / 29	+283.3%
Victor Wembanyama 2023 Hoops #277 / Base	1,815	\$35.00	\$89.99	401 / 133	+157.1%
Victor Wembanyama 2023 Prizm #136 / Base	8,188	\$95.00	\$339.99	1702 / 585	+257.9%
Victor Wembanyama 2023 Prizm Monopoly #81 / Base	2,244	\$36.55	\$100.00	452 / 151	+173.6%

Primary windows: September 14-December 12, 2024 and June 16-September 13, 2026. Counts are accepted provider-reported observations in those windows. Full-history counts are not population estimates or weights. All products shown are the licensed products selected for analysis.

Card-level sensitivity

Card	60-day change	30-day change
LeBron James / 2020 Prizm #1 / Base	+371.0%	+292.9%
LeBron James / 2018 Prizm #6 / Base	+125.7%	+125.2%
LeBron James / 2004 Topps #23 / Base	+282.4%	+361.0%
Victor Wembanyama / 2023 Hoops #277 / Base	+143.2%	+139.7%
Victor Wembanyama / 2023 Prizm #136 / Base	+260.0%	+262.5%
Victor Wembanyama / 2023 Prizm Monopoly #81 / Base	+163.2%	+161.5%

Soccer: complete primary results

PSA 10 card	24-month records	Opening median	Closing median	N open / close	Change
Lionel Messi 2018 Prizm World Cup #1 / Base	131	\$57.50	\$189.05	14 / 51	+228.8%
Lionel Messi 2022 Prizm World Cup #7 / Base	142	\$80.99	\$260.00	17 / 54	+221.0%
Lionel Messi 2022 Panini Instant World Cup #118 / Base	390	\$105.00	\$402.50	43 / 113	+283.3%
Lamine Yamal 2023 Topps Chrome UCC #64 / Base	560	\$49.95	\$614.25	62 / 97	+1,129.7%
Lamine Yamal 2023 Donruss FIFA #177 / Base	242	\$29.21	\$163.50	42 / 103	+459.8%
Lamine Yamal 2023 Donruss FIFA #54 / Base	101	\$29.99	\$194.00	25 / 13	+546.9%

Primary windows: September 14-December 12, 2024 and June 16-September 13, 2026. Counts are accepted provider-reported observations in those windows. Full-history counts are not population estimates or weights. All products shown are the licensed products selected for analysis.

Card-level sensitivity

Card	60-day change	30-day change
Lionel Messi / 2018 Prizm World Cup #1 / Base	+227.3%	+297.3%
Lionel Messi / 2022 Prizm World Cup #7 / Base	+213.4%	+217.2%
Lionel Messi / 2022 Panini Instant World Cup #118 / Base	+344.9%	+391.8%
Lamine Yamal / 2023 Topps Chrome UCC #64 / Base	+1,106.2%	+950.2%
Lamine Yamal / 2023 Donruss FIFA #177 / Base	+504.4%	+440.1%
Lamine Yamal / 2023 Donruss FIFA #54 / Base	+620.7%	Not estimable

Yamal #54 is the Spain card; #177 depicts Barcelona. The #54 closing 30-day window contains no eligible observation. Its last retained transaction date is July 24, 2026. The Topps UCC selection is #64. Issue years are the provider-reported product labels.

Complete sensitivity support

Each cell below shows opening median / closing median, followed by the respective observation counts. These tables expose thin support behind the narrower-window estimates. Dollar values are rounded for display.

PSA 10 card	60-day endpoints	30-day endpoints
Tom Brady / 2000 Bowman Chrome #236 / Base	\$6,900.00 / \$24,100.00 N = 12 / 25	\$6,912.56 / \$23,788.00 N = 8 / 19
Tom Brady / 2000 Skybox Impact #27 / Base	\$878.00 / \$2,586.00 N = 13 / 24	\$878.00 / \$2,855.00 N = 9 / 14
Tom Brady / 2000 Bowman #236 / Base	\$6,086.55 / \$18,200.00 N = 6 / 9	\$5,250.00 / \$18,000.00 N = 3 / 7
Patrick Mahomes / 2017 Donruss Optic #177 / Base	\$1,140.00 / \$1,529.00 N = 49 / 51	\$1,109.00 / \$1,575.00 N = 33 / 25
Patrick Mahomes / 2017 Prizm #269 / Silver	\$4,580.00 / \$7,800.00 N = 14 / 15	\$4,560.00 / \$7,823.00 N = 11 / 7
Patrick Mahomes / 2017 Donruss #327 / Base	\$1,050.00 / \$1,396.50 N = 13 / 30	\$1,107.00 / \$1,480.00 N = 7 / 13
LeBron James / 2020 Prizm #1 / Base	\$55.20 / \$260.00 N = 25 / 14	\$69.99 / \$275.00 N = 11 / 7
LeBron James / 2018 Prizm #6 / Base	\$21.97 / \$49.60 N = 9 / 24	\$24.98 / \$56.25 N = 4 / 14
LeBron James / 2004 Topps #23 / Base	\$183.05 / \$700.00 N = 8 / 23	\$159.99 / \$737.50 N = 5 / 10

Complete sensitivity support, continued

PSA 10 card	60-day endpoints	30-day endpoints
Victor Wembanyama / 2023 Hoops #277 / Base	\$37.00 / \$90.00 N = 267 / 82	\$39.00 / \$93.50 N = 136 / 46
Victor Wembanyama / 2023 Prizm #136 / Base	\$99.99 / \$360.00 N = 1252 / 330	\$104.83 / \$380.00 N = 613 / 151
Victor Wembanyama / 2023 Prizm Monopoly #81 / Base	\$38.00 / \$100.00 N = 301 / 97	\$39.01 / \$102.00 N = 155 / 59
Lionel Messi / 2018 Prizm World Cup #1 / Base	\$55.00 / \$180.00 N = 10 / 23	\$55.00 / \$218.50 N = 7 / 10
Lionel Messi / 2022 Prizm World Cup #7 / Base	\$82.97 / \$259.99 N = 12 / 27	\$82.45 / \$261.50 N = 6 / 10
Lionel Messi / 2022 Panini Instant World Cup #118 / Base	\$99.00 / \$440.50 N = 32 / 62	\$91.50 / \$450.00 N = 20 / 29
Lamine Yamal / 2023 Topps Chrome UCC #64 / Base	\$49.95 / \$602.50 N = 35 / 64	\$49.99 / \$525.00 N = 18 / 23
Lamine Yamal / 2023 Donruss FIFA #177 / Base	\$28.96 / \$174.99 N = 34 / 35	\$29.21 / \$157.75 N = 16 / 14
Lamine Yamal / 2023 Donruss FIFA #54 / Base	\$27.75 / \$199.99 N = 18 / 5	\$29.25 / - N = 8 / 0

60-day opening: September 14-November 12, 2024; closing: July 16-September 13, 2026. 30-day opening: September 14-October 13, 2024; closing: August 15-September 13, 2026. A dash is missing, never zero. No confidence interval is implied.

All within-sport sensitivity contrasts

Comparator minus established	60-day contrast	30-day contrast
Mahomes minus Brady	-168.5 pp	-188.3 pp
Wembanyama minus LeBron	-70.9 pp	-71.8 pp
Yamal minus Messi	+481.9 pp	Not estimable

Research responsibility and disclosures

Nomad Software Group has an institutional interest in demonstrating Nomad OS. CardHedge supplies the underlying reported sales; Nomad did not originate, independently settle or certify those transactions. Price treatment of shipping, taxes, fees, accepted offers and cancellations remains unestablished. The results are nominal reported USD price changes, not net proceeds, forecasts or personalized investment advice.

For our preceding study, I reported no external cash funding or paid commercial relationships, alongside free and extended CardHedge API access, technical assistance and discussions of future commercial arrangements. Those statements describe the preceding study. We have not supplied a separate statement of this study's funding, support or commercial relationships, or of material card holdings, trading interests and outside participation in the manuscript. Readers should not infer that such interests, support or participation are absent. No third-party endorsement is claimed.

AI tools assisted the team with engineering, checking, research, drafting and presentation. Separate AI-assisted checks examined the accepted records, replacement-card calculations, event-window results and treatment of missing observations. They also verified that results unaffected by the sample revision remained unchanged. This review was not external human peer review or certification.

Nomad OS calculated both the price medians and the reported card, player and group comparisons. Separately implemented checks verified the calculations. We retain source records and calculation references for traceability. This report presents aggregated or derived results; it does not distribute raw provider records or promise access to protected source data.

Sources

The empirical results come from CardHedge-reported sale records and the Nomad OS calculations described in Appendices A-D. The sources below supply sporting and marketplace context or identify our preceding study. They do not validate a causal interpretation or endorse this research. Public web sources were checked September 15, 2026.

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