



SPORTS CARD

INVESTMENT REPORT

SELL ALERT! DALVIN COOK AND EZEKIEL ELLIOT SIGNED

As of August 14th, both the New York Jets and New England Patriots have continued to work towards rounding off their 53-man roster with the addition of veteran running backs. Dalvin Cook has joined the Jets on a 1-year deal for \$8.6 million. The Patriots also locked in Ezekiel Elliot for a 1-year contract, totaling \$6 million. We have briefly mentioned and discussed both backs via the Sports Card Strategy Show or on NoOffSeason.com, and for those that decided to make the move on securing either of their cards, now is your time to sell!

First let's dive into Dalvin Cook. Entering his 7th year, the former fantasy football juggernaut has proved to still have plenty of game, starting a career high 17 games in 2022 and tallying over 1,150 rushing yards. Pairing Cook with the addition of Aaron Rodgers and what feels like a quickly-evolving culture in New York, the hype around Cook has quickly risen. Cook's 2017 Optic Base in PSA 10 has jumped 19.0% in the last two weeks alone, and a similar trend has been seen with his Prizm Silver.

Zeke is likely a step behind Cook in terms of projected productivity left in the tank, however if anyone can get the most out of overlooked players, it's Bill Belichick. Anticipation for Zeke's next destination & the actual signing news has jumped his 2016 Prizm Silver in PSA 10 a whopping 105% over the last 14 days, meaning for those that locked in on this move in early August have realized considerable gains relative to initial investment.

The average career length of an NFL running back is just 2.57 years, meaning for both Zeke and Cook the horizon may be quickly approaching. Investors should be wary of this as well, and understand that there are likely very few remaining markers for either of these guys in terms of sports card flipping profitability. List your cards while they're up!

As we say all the time, RBs can get injured and/or not be featured in certain weeks due to changes in the game plan, both of which are key factors that can negatively affect sports card value in an instant. This is why we recommend selling upon the news that each back has a fresh start.

