

HOW TO NFT?

Chapter 3: Buying and selling

SEPARATE SIGNAL FROM THE NOISE

NAVIGATE THE NFT MARKETS WITH CONFIDENCE



NonFungible.com

FOREWORDS

Arriving in the world of NFTs, very quickly we realize that the technical aspect can be a blocking barrier of entry.

Many questions emerge how "how to get my first NFT?" or "what is a wallet?" and it is for this reason that we wanted to share with you this series of theoretical guide on the fundamentals to know about cryptocurrencies, blockchain, tokens or methods to know how to analyze market trends.

We hope that in this way, access to the crypto universe and more particularly that of Non-Fungible Tokens will be easier for you and will allow you to approach this ecosystem without fear.

Initially intended to be a single manual divided into several chapters, we preferred to divide each chapter into separate manuals. Although we recommend starting with the first volume and reading them in order, this way it will be easier for more experienced users to look for more accurate information.

The following is the order in which the chapters were written:

- 1) Basic Knowledge
- 2) Actions
- 3) Buying and selling NFT
- 4) NFT Universe
- 5) Analytics
- 6) DeFi x NFT
- 7) Best practices

We wish you a pleasant reading,

The NonFungible Team



SUMMARY

Forewords	2
1 What are marketplaces?	5
Digital marketplaces	6
NFT marketplaces	7
2 Different marketplaces	9
Bazars	11
Art marketplaces	13
Other blockchains	18



YOUR GO-TO SOURCE TO NAVIGATE THE NFT MARKET SECURELY

Since the start of 2018, NonFungible.com has been the benchmark for NFT Market Analysis and the only platform to offer real-time tracking of nearly 150 projects.

Explore market and discover projects

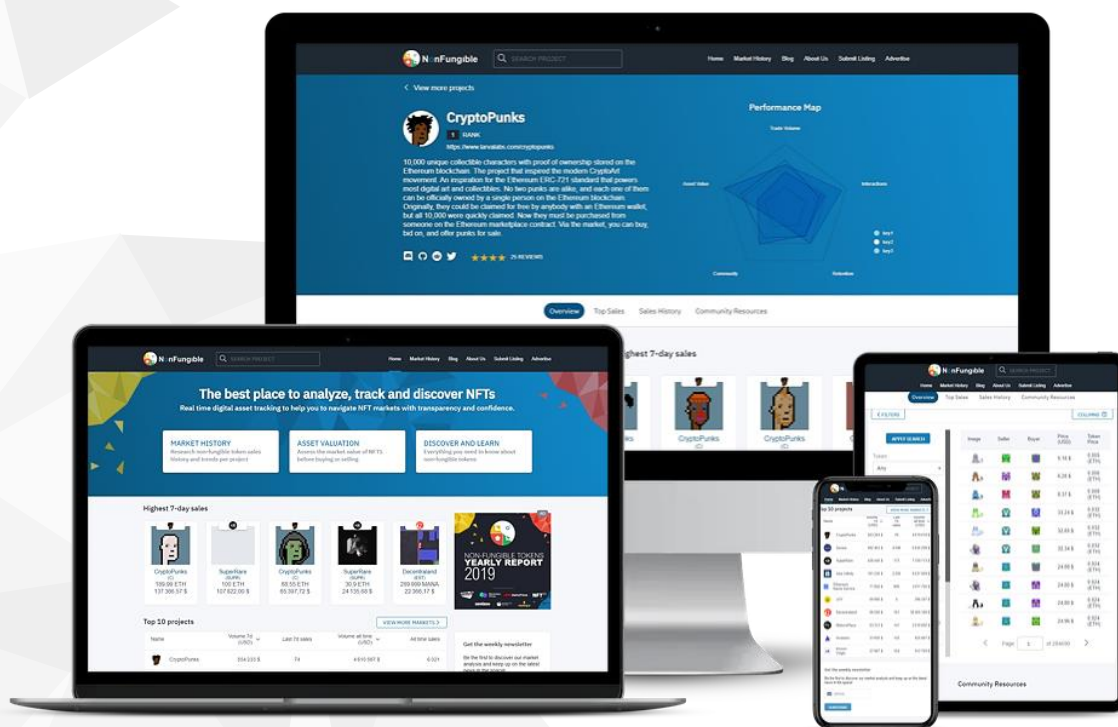
Do you want to understand the trends? Which segment performs best or projects that generate the most volume or even which Crypto-game has the biggest community?

Whether you are an experienced trader or just curious to discover new projects, here you will find all the resources necessary to enjoy your NFT journey!

Value your assets!

With real-time sales tracking, you can track the rating of any asset, find the average price of tokens comparable to those in your portfolio, or easily research before buying your next Collectible.

Don't be fooled by over-speculation, buy knowingly thanks to the market history of NonFungible.com



1 WHAT ARE MARKETPLACES?





Digital marketplaces have ballooned over the past 20 years, at the start no one believed the majority of people would buy shoes or clothes online as it was believed you needed to try them on, but in 2021 online fashion is now the most profitable sector for online retail.

Time moves fast in the world of technology and the impact it is having on our daily lives is profound, the erosion of the high street is full effect and the final nail in the coffin being the worldwide lockdowns in 2020/21 in response to the COVID pandemic.

DIGITAL MARKETPLACES

Blockchain technology is at the forefront of technological e-commerce innovation as it offers the established digital world the transparency and true ownership that has so far been lacking.

Exchanges for trading cryptocurrency and ERC20 or 'fungible tokens' have been established for nearly a decade now but specific marketplaces for trading ERC721 or non fungible tokens are a more recent development in the space. These digital asset marketplaces have developed at a fast pace over the last few years in response to the need for platforms which enable the trading of NFTs.

NFT MARKETPLACES

With crypto exchanges an investor places their funds directly onto the platform to trade, with digital marketplaces it is different, your web3 wallet, such as metamask, holds your assets and connects to the marketplace and your asset is only transferred after a sale.

Among other aspects, the interoperability and ease which NFTs can be used cross platform has helped develop different types of marketplaces.

NFT marketplaces have developed a lot in the last three years with OpenSea and Decentraland being the earliest examples offering an eBay style format for trading NFTs on their decentralised platforms.

These innovations were followed by many other variants including Art marketplaces where artists could upload their work to the platform to 'mint' or 'tokenise' their art and then sell from the same platform.

The Art segment of the NFT marketplace ecosystem has often utilised the IPFS distributed file sharing protocol to help store some of the metadata.

Opensea



The earliest marketplace for crypto collectibles Opensea launched their alpha platform in December 2017, they now are the largest decentralised marketplace for digital assets. The platform does not allow you to buy and sell NFTs but also mint them !

Decentraland



In some ways Decentraland was the original wide scale use case for NFTs with their ERC721 non fungible LAND token which represented a plot of virtual real estate in their metaverse. Their marketplace was developed in early 2018 after their land sale 'Terraform' event when it became clear users needed an easy way to font their assets. It has evolved over time and offers specific LAND indexing for developers and an array of digital assets.



TRADING NFTs

Trading is as old as human society itself, the natural process of exchanging, bartering, buying and selling that goes hand in hand with basic human communication.

Our current monetary system is not very old compared with the length of time in which humans have found ways to exchange value by other means and it's reasonable to suggest that our financial systems of today are failing, with endless money printing being the bandaid for each successive financial crash and the centralised nature of banking enabling a top dominant structure.

Whether we think it's a positive or negative for humanity, one thing is clear and that is the digital age is well and truly here and it seems inevitable in this era, technology will become the basis for our future finances, with the hope for a faster, fairer system backed by assets of verifiable value and true ownership.

Exchanges and Digital Marketplaces

In the current world of decentralised exchanges and marketplaces there are many different options available for you to trade your assets. Crypto exchanges have been a big part of the ecosystem of Bitcoin and the Alts for many years offering you the ability to trade and more recently leverage by depositing your funds into their exchange, with some famous theft incidents MtGox being the most infamous where \$450 Million in Bitcoin were stolen or 'lost', that was back in 2014.

In 2021 the climate towards Crypto is changing rapidly with industry integration happening from practically every aspect and in particular with Decentralised Finance and NFTs.



2 DIFFERENT MARKETPLACES



The world of NFT marketplaces is growing day by day and it can sometimes be complicated to find your way around. In this guide, we are going to introduce you to the most used platforms on different blockchains. There are different types:

- The "**bazaars**": generalist marketplaces where any type of NFT can be purchased (video games, utility, collectible, art ...)
- The "**specialists**": artistic marketplaces that have developed their project around art only
- **Outsiders**: newer marketplaces using other blockchains

In order to have the smoothest possible reading of the elements that will follow, here is a description of the elements present in the different grids:

- **Access**: how to access the site
- **Blockchain**: which blockchain is supported by the site
- **Collection**: Number of editions of a work that can be created per collection
- **Identity**: particularity of the platform compared to others
- **CB payment**: if the platform allows the use of the Carte Bleue to buy NFTs
- **Fees**: The percentage of fees taken by the platform in case of sale
- **Royalties**: The percentage of fees taken by artists in case of resale of the NFT
- **Types of sale**: Way to sell your NFT (traditional auction, Open Edition...)
- **Unlockable content**: Whether or not it is possible to obtain exclusive content after purchasing the NFT



Bazars

Opensea



Access	Web3 wallet (Metamask...)
Blockchain	Ethereum, Polygon
Collection	Unique or multiple
Identity	Very generalist, suitable for video games and collectibles
CC payment	No but possibility of buying crypto directly from the site
Fees	2,5%
Royalties	Customizable
Sales type	Limited supply / dutch auction / traditional auction
Unlockable content	Yes



Rarible



Access	Web3 wallet (Metamask...)
Blockchain	Ethereum
Collection	Unique or multiple
Identity	For digital creators
CC payment	No but possibility of buying crypto directly from the site
Fees	2,5%
Royalties	Customizable
Sales type	Limited supply / dutch auction / traditional auction
Unlockable content	Yes



Art marketplaces

SuperRare

SuperRare

Access	Web3 wallet (Metamask...)
Blockchain	Ethereum
Collection	Unique
Identity	Historical and actual leader
CC payment	No
Fees	15% for primary sales + 3% for secondary sales
Royalties	10% on the secondary market if the sale took place on SuperRare
Sales type	Limited supply / traditional auction
Unlockable content	No





Access	Web3 wallet (Metamask...)
Blockchain	Ethereum
Collection	Unique
Identity	Highlighting the decentralized side, creative freedom
CC payment	No
Fees	15% for primary sales + 2,5% for secondary sales
Royalties	12,5% on the secondary market if the sale took place on Known Origin
Sales type	Limited supply / traditional auction
Unlockable content	Yes

makersplace

Access	Login + password or « login with » (Google, Facebook or Civic)
Blockchain	Ethereum
Collection	Unique
Identity	today hosts internationally renowned artists and participates in auctions at historical auction houses.
CC payment	No
Fees	15% for primary sales + 2,5% for secondary sales
Royalties	10% on the secondary market if the sale took place on MakerPlace
Sales type	Limited supply / traditional auction
Unlockable content	No

as^ync.

Access	Web3 wallet (Metamask...) or « magic link »
Blockchain	Ethereum
Collection	Unique
Identity	Base + Several layers form the final work. Possible interaction with layers so that the work is "alive".
CC payment	No
Fees	10% for primary sales if canvas / 20-30% if custom artwork + 1% for secondary sales.
Royalties	10% on the secondary market if the sale took place on AsyncArt
Sales type	Limited supply / traditional auction
Unlockable content	Layers can have multiple variants

Nifty Gateway



Access	Login + Password
Blockchain	Ethereum
Collection	Unique. NFTs must be claimed before they can exist on the blockchain
Identity	Very famous for artists, very accessible for users, purchases are only made in USD.
CC payment	Yes
Fees	5% + \$0.30 per sales
Royalties	Customizable (if the sale took place on Nifty Gateway)
Sales type	Limited supply / traditional auction / Open Editions
Unlockable content	No



Other blockchains

Hic et Nunc

H = N

Access	Web3 wallet (Temple...)
Blockchain	Tezos
Collection	Unique or multiple
Identity	Specialized in generative art (created by algorithm)
CC payment	No
Fees	2.5%
Royalties	Customizable
Sales type	Limited supply / traditional auction
Unlockable content	Yes

VIV3

VIVE

Access	Login + Password
Blockchain	Flow
Collection	Unique or multiple
Identity	First marketplace on Flow
CC payment	Yes
Fees	12.5%
Royalties	Up to 10%
Sales type	Limited supply / traditional auction
Unlockable content	Yes

NonFungible.com is the world's leading platform in NFT data and market analysis.

We have published this series of guides in the purpose to educate people to understand the NFT market and give them the necessary knowledge to develop all tools necessary to navigate in this industry.


These guides will evolve through time as the ecosystem keeps evolving day by day.

 Dan Kelly | Gauthier Zuppinger

 contact@nonfungible.com

 nonfungible.com

 discord.gg/pUv8kd7

 [@nonfungibles](https://twitter.com/nonfungibles)

 [/NonFungibles](https://facebook.com/NonFungibles)



NonFungible.com