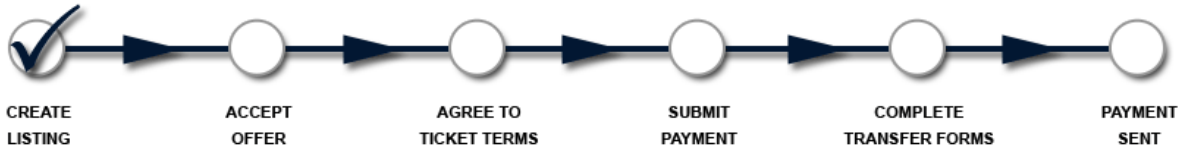




CAROLINA PANTHERS PSL RESALE MARKETPLACE

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Seller Instructions



STEP 1

Create Your Listing (Free of Charge)

There is no charge to register on the website and create your listing. After you login to your account on the website, you can click the Create Listing button and fill out some basic information about your seats. **The listing price is ONLY for the PSLs and does not include the cost of any tickets.**

STEP 2

Accept Offer

You will receive an email each time a buyer submits an offer on your listing. You will have **48 hours** to accept or reject the offer before it expires. When you reject an offer you may submit a counter offer to the buyer. The buyer will have 48 hours to accept this counter offer.

STEP 3

Agree on Ticket Sale (If During the Season)

If you accept an offer during the season or if the tickets have already been shipped to you for the upcoming season, we will reach agreement between you and the buyer to determine whether the buyer will purchase any of the remaining tickets from you. After your PSL transfer is completed, the Ticket Office will distribute the tickets to the buyer or we will provide contact information so that you and buyer can arrange the ticket transfer. **If the offer is accepted before November 1, the buyer automatically receives the rights to any home playoff tickets for the current season.**

STEP 4

Buyer Submits Payment to Marketplace

After we reach agreement between you and the buyer regarding the sale of any tickets (if applicable), we will email payment instructions to the buyer. We will email you once the buyer has submitted payment.

STEP 5

Complete Transfer Form

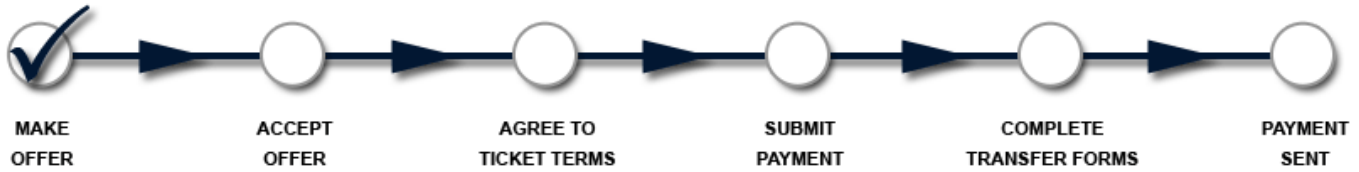
Once the buyer has submitted payment, the Transfer Form will be available for online signature in your Selling Activities. You and the buyer will then individually complete the Transfer Form and any other required documentation online.

STEP 6

Marketplace Sends Payment to Seller (Less Seller Fee)

Once the Ticket Office has approved your PSL transfer, we will send payment to you for the sale price less your seller fee. **The seller fee is 10% (minimum \$250).**

Buyer Instructions



STEP 1

Make Offer

In order to make an offer for a listing, you must first register on the website, which is free of charge. You can then click the Make Offer button next to the listing in the marketplace. **The listing price is ONLY for the PSLs and does not include the cost of any tickets.**

STEP 2

Seller Accepts Your Offer

The seller will have **48 hours** to accept your offer or reject your offer and send you a counter offer before your offer expires. You will receive an email when the seller accepts or rejects your offer. If the seller rejects your offer and sends you a counter offer, you will have **48 hours** to accept this counter offer. **If your offer is accepted, any current offers you have on other listings will automatically be retracted for your convenience. If you wish to purchase multiple listings at the same time, please contact the Marketplace prior to submitting your offers to remove this functionality.**

STEP 3

Agree on Ticket Sale (If During the Season)

If the offer is accepted during the season or if the tickets have already been shipped to the seller for the upcoming season, we will reach agreement between you and the seller to determine whether you will purchase any of the remaining tickets from the seller. After your PSL transfer is completed, the Ticket Office will deliver the tickets electronically or we will provide contact information for you and the seller to complete the ticket transfer. **If the offer is accepted before November 1, you automatically receive the rights to any home playoff tickets for the current season.**

STEP 4

Buyer Submits Payment to Marketplace (Plus Buyer Fee)

After we reach agreement between you and the seller regarding the sale of any tickets (if applicable), we will email payment instructions to you. You will then be required to submit payment to us for the offer amount plus your buyer fee. **The buyer fee is 10% (minimum \$250).** We accept ACH payments, wire transfers, checks, or credit cards. The price for a listing is a cash price for those using ACH, wire transfers or checks. If you wish to pay with a credit card an increased non-cash price applies.

STEP 5

Complete Transfer Form

Once you have submitted payment, the Transfer Form will be available for online signature in your Buying Activities. You and the seller will then individually complete the Transfer Form and any other required documentation online.

STEP 6

Marketplace Sends Payment to Seller

Once the Ticket Office has approved your PSL transfer, we will send payment to the seller.

What are Carolina Panthers PSLs (Permanent Seat Licenses)?

A PSL (Permanent Seat License) is a license that must be purchased for most seating areas at Bank of America Stadium in order to become a season ticket holder for the Carolina Panthers. PSLs help pay the construction debt and ongoing maintenance costs for Bank of America Stadium, one of only three privately financed stadiums in the NFL. If you purchase PSLs from a current season ticket holder, you become the new season ticket holder for those seats. The Ticket Office will invoice you for the season tickets each year for as long as you continue to purchase the season tickets. The previous season ticket holder will no longer have any rights to those seats. **The listing price is ONLY for the PSLs and does not include the cost of any tickets.**

Who sets the prices for the listings?

The price of each listing is set by the seller at whatever amount the seller chooses. A buyer can submit an offer at whatever amount the buyer is willing to pay for the listing. If the seller accepts the buyer's offer, then we will proceed with the transfer based on the agreed price. If the seller does not accept the offer, then the seller can submit a counter offer to the buyer.

How long does it normally take to complete a PSL transfer?

It normally takes about 2 weeks to complete a PSL transfer. This time may vary depending on how quickly we receive payment from the buyer and how quickly the buyer and seller complete the transfer paperwork.

Why does each offer expire after 48 hours?

The seller has 48 hours to respond to each offer in order to ensure that buyers receive a quick response to their offer. If a seller allows multiple offers to expire, then the listing will be removed from the website.

What time zone is used to determine the expiration time for an offer?

Eastern Time Zone

FAQ

Why would I sell my PSLs on the Marketplace?

If you are unable to renew your season tickets next season, you can sell your PSLs on the marketplace and receive the proceeds from the sale rather than just forfeiting your PSLs to the Ticket Office. You can also upgrade your seats if you sell your current PSLs and purchase new PSLs.

How long will my listing be available for sale on the Marketplace?

You may keep your listing for sale on the Marketplace as long as you still own the PSLs. Each new listing is set to automatically expire after 180 days but sellers may renew the listing at any time for an additional 180 days.

What if I want to split up my seats for sale?

If you wish to split up your seats for sale, you should create separate listings and make a note within each listing that the adjacent seats are available in Listing XXXX.

How can I contact a buyer?

The Marketplace provides a message center for buyers and sellers to communicate about listings. All negotiations are private and anonymous so no contact information is allowed to be shared.

What is the sellerfee?

The seller fee is 10% of the accepted offer amount with a minimum of \$250.

Why would I buy PSLs on the Marketplace?

In order to purchase season tickets for most seating areas, you are required to purchase PSLs (Permanent Seat Licenses), but the Ticket Office is often sold out. If you want to become a season ticket holder, you can purchase PSLs from a current season ticket holder and become the new season ticket holder for those seats.

What happens if my transfer cannot be completed for some reason?

If your transfer cannot be completed for some reason, we will send you a full refund.

What if I do not want to purchase all the seats in a listing?

If you do not want to purchase all the seats in a listing, please send a message to the seller by clicking on the envelope icon next to the listing in the marketplace with your proposed offer amount and the seats you would like to purchase. If the seller agrees, then they can create a separate listing for the seats you wish to purchase.

How can I contact a seller?

The Marketplace provides a message center for buyers and sellers to communicate about listings. All negotiations are private and anonymous so no contact information is allowed to be shared.

What is the buyer fee?

The buyer fee is 10% of the accepted offer amount with a minimum of \$250.

Private Transfer Information

Private Transfer

A Private Transfer is a transfer of ownership of PSLs to a friend, family member or someone you already know. The transfer paperwork and fee are processed through the Marketplace. The fee for a Private Transfer is \$400, paid by the New Owner.

Private Sale Transfer

A Private Sale Transfer is for a privately arranged sale to a buyer you may not know well. This type of transfer provides added security because the transfer paperwork, fee and sale price are all processed through the Marketplace. The fee for a Private Sale Transfer is 5% of the sale price (minimum \$400) and is the responsibility of the buyer.



STEP 1

Current Owner Submits A Private Transfer

There is no charge to register on the website and submit your Private Transfer or Private Sale Transfer. After you login to your account on the website, you can click the Start a Private Transfer button or Start a Private Sale Transfer button and fill out some basic information about your seats and provide contact information for the New Owner.

STEP 2

New Owner Accepts Private Transfer

The New Owner will receive an email with instructions for accepting the Private Transfer or Private Sale Transfer. The New Owner will verify the seating information and contact information.

STEP 3

New Owner Submits Payment To The Marketplace

Once the Ticket Office has verified the transfer, the New Owner will receive an email with payment instructions. **The New Owner is charged a \$400 transfer fee for a Private Transfer or 5% of the sale price (minimum \$400) for a Private Sale Transfer**

STEP 4

Complete Transfer Documents

Once the New Owner has submitted payment, we will email transfer instructions to both parties. The Current Owner and the New Owner will then individually complete and return the Transfer Form.

STEP 5

Ticket Office Approves Private Transfer

The Ticket Office will approve the Private Transfer or Private Sale Transfer once it receives all the appropriate documentation. You will receive an email from the Marketplace to notify you that the transfer has been approved. In the case of a Private Sale Transfer the Marketplace will send the Current Owner the funds for the sale of the PSLs at this point.

PRIVATE TRANSFER QUESTIONS

How do I transfer my PSLs to someone else?

Transferring ownership of your PSLs is done through the Carolina Panthers PSL Marketplace. The Marketplace provides a quick and convenient online transfer process called Private Transfers. Simply click on About Private Transfers in the main tool bar and choose which type of transfer fits your needs. The transfer must be initiated by the Current Owner.

Should I transfer my PSLs through a Private Transfer?

A Private Transfer is a transfer of ownership of PSLs to a friend, family member or someone you already know and trust. Examples of situations appropriate for Private Transfers include: transferring ownership to a friend, family member or coworker you trust; transferring ownership through a will or estate; or transferring ownership due to a divorce.

Should I transfer my PSLs through a Private Sale Transfer?

A Private Sale Transfer is a transfer of ownership of PSLs arising from a sale arranged privately or through a third-party service or advertisement. If a Current Owner has sold their PSLs to someone they may not know, transferring ownership through a Private Sale Transfer guarantees both parties a safe and secure transaction and eliminates all risk to either party. In a Private Sale Transfer, the Carolina Panthers PSL Marketplace will hold the New Owner's (Buyer's) money until the transfer is approved by the ticket office. Once the transfer is approved by the ticket office, the Current Owner (Seller) will receive the funds.

What is the Private Transfer fee?

The fee for a Private Transfer is \$400 and is paid by the New Owner.

What is the Private Sale Transfer fee?

The fee for a Private Sale Transfer is 5% of the cash sale price, with a minimum of \$400, and is paid by the New Owner (Buyer).