
How to run official resale inside your platform

A practical guide for venues, promoters, and organizations

Official resale gives fans a verified way to resell and gives organizations control, visibility, and revenue inside their own ecosystem.



01 Why resale matters for your events

Every time a ticket is sold, there is a chance the buyer's plans will change. Someone gets sick. A work trip comes up. A family emergency. A season ticket holder cannot make every date. A group plan falls apart.

This is not a sold-out problem. It happens at every event, across every type of venue and every audience size.

When fans cannot attend, they look for ways to transfer or resell their tickets. Today, most of that activity happens outside your platform, on third-party marketplaces, social media groups, messaging apps, or informal peer-to-peer exchanges. In many cases, the ticket simply goes unused.

The result: empty seats at events that were technically sold, revenue that leaves your ecosystem, and fan experiences you cannot control or protect.

Resale is not a sold-out problem. It happens at every event.

Official resale changes that. It gives ticket holders a safe, verified way to resell directly through your platform, and gives you the ability to capture that activity instead of losing it.

02 How official resale works inside your platform

Official resale runs natively inside your ticketing environment. There is no separate website, no external marketplace, and no redirect. Fans interact with resale the same way they interact with primary ticket purchases, through your platform, under your brand.

1. For the seller

The ticket holder logs into their account on your platform, selects the ticket they want to resell, and sets a price within the rules you have defined. The ticket is listed on your event page as an official resale listing.

2. For the buyer

A new buyer browses your event page and sees available resale listings alongside any remaining primary inventory. They purchase through the same checkout flow they would use for any ticket.

3. Behind the scenes

Once the purchase is confirmed, the original ticket is automatically invalidated and a new ticket is issued to the buyer. The seller receives their payout. The platform captures a commission.

4. What the fan sees

A consistent, branded experience. They never leave your platform. They never interact with a third-party marketplace. They trust the transaction because it happens in the same environment where they originally purchased.

Payment processing, ticket reissuance, ownership transfer, and fraud checks are handled automatically. No manual work from your team.

03 What you can do with resale rules

One of the most important aspects of official resale is that you control the rules. This is not an open marketplace where anything goes - it is a controlled environment where you define exactly how resale behaves for your events.

Pricing rules

You decide whether tickets can be resold above face value, at face value only, or within a specific range. You can set price caps, price floors, or allow market-driven pricing.

Eligibility rules

Not every ticket type needs to be eligible for resale. You choose which events, ticket categories, and sections can participate. Each can have its own eligibility settings.

Activation windows

You control when resale opens and when it closes for each event. These windows are configurable per event.

Quantity limits

You can set how many tickets a single user can list for resale, preventing bulk listings or speculative behavior.

Automatic rule assignment

Rules are assigned automatically based on event metadata - category, venue, date, ticket type. A performing arts season and a concert series can operate under different rule sets without manual intervention.

You do not need to configure rules event by event.

04 The product behind the experience

The resale experience that fans see is simple. What powers it is a full operating system built around four core engines.

Sales Engine

The fan-facing resale experience. A white-label storefront that displays verified listings directly inside your event pages. Fully branded, fully integrated. Includes real-time dashboards so you can monitor resale activity across your events at any time.

Rules Engine

The control layer that enforces every rule you define - pricing, eligibility, activation windows, quantity limits. Rules are metadata-driven and scale automatically. You configure once; the system applies consistently across hundreds of events.

Revenue Engine

Intelligence and automation that keep the resale market active and efficient. This includes AI-driven pricing signals, user alerts, and deal scoring that shows buyers how a resale price compares to market value.

Operations Engine

Everything that happens behind the transaction: payment processing and seller payouts, tax compliance and automated invoicing, KYC, fraud detection, dispute resolution, ticket invalidation and reissuance, refunds, and ongoing monitoring.

This is the operational complexity that makes resale difficult to build and maintain in-house, and the reason it requires dedicated infrastructure.

05 Resale across event types

Resale is not one-size-fits-all. Fan behavior, pricing dynamics, and operational needs vary significantly across event types.

Performing arts

Performing arts resale is driven by last-minute plan changes. Over 80% of resale activity in this vertical happens in the final 7 days before the event. Subscribers and season holders are the primary resellers - they hold tickets across multiple dates and cannot always attend. Pricing tends to stay close to face value. For performing arts organizations, the data benefit is especially valuable: knowing who is actually in the seat matters for donor tracking, membership attribution, and audience development.

Example: A regional theater with a 10-show season has 2,000 subscribers. Over the course of the season, even if only 5% of tickets per show need to change hands, that represents hundreds of transactions - each one an opportunity to fill a seat, capture a commission, and identify a new patron.

Sports

Sports resale often generates the highest demand-to-supply ratios, especially for rivalry games, playoffs, and special events. Season ticket holders who cannot attend every match are the primary sellers. Alert and notification systems are critical here.

Concerts and live music

Concert resale typically activates after a sell-out or when demand exceeds initial supply. The window between sell-out and event date can be long, which means resale pricing and liquidity management over time become important.

Festivals

Festival resale often involves passes rather than individual tickets. Day passes, weekend passes, and VIP upgrades each behave differently in resale. Timing is important, festival fans often make purchase decisions months in advance and then need flexibility as the event approaches.

Arenas and large venues

High-capacity venues see the highest resale sell-through rates, 58.3% of listed tickets in arena events find a new buyer. This is driven by volume: more inventory means more liquidity, which means more transactions complete successfully.

The right resale configuration depends on the event model: subscribers, season passes, sell-out dynamics, pass types, venue size, and timing.

06 What the numbers look like in production

These are real benchmarks from platforms running integrated resale infrastructure, across multiple verticals and markets.

6.7%

of primary GMV translates into resale

For every \$1million in primary ticket sales, approximately \$67,000 in resale volume is generated.

44.4%

of listed tickets sell within platform

Official sell-through

32.4%

sell-through rate in performing arts

Roughly one in three listed tickets sells through the official channel.

58.3%

sell-through rate in arena events

Nearly six out of every ten resale listings result in a completed transaction.

1-2 weeks

No development work.
No technical integration on your side.

100%

Every platform that has activated integrated resale continues to operate it.

Zero data breaches. Zero compliance issues. 100% client retention.

07 What activation looks like for ShoWare clients

Activating official resale on your platform requires no development work, no implementation fees, and no fixed costs.

1 Register interest

Contact your accesso CSM directly, or use the registration link shared during the webinar.

2 Configure and onboard

menta's team guides you through every step. Together, you define which events to enable, what pricing rules to apply, which ticket types are eligible, and how the resale experience appears to fans.

3 Go live

Resale goes live on your ShoWare platform. Fans can list and purchase resale tickets immediately. You monitor listings, transactions, revenue, and fan activity from a real-time dashboard.

The economics: The model is revenue-share. There are no upfront costs, no monthly fees, and no minimum commitments. You earn a commission on every resale transaction. The platform is profitable from day one.

What you control

- Pricing rules
- Eligibility
- Activation windows
- Event selection
- Brand and user experience

What is handled for you

- Payments and payouts
- Tax compliance
- KYC/AML
- Fraud prevention and disputes
- Ticket reissuance, refunds, and monitoring

Activating resale does not add operational burden to your team. **It adds a revenue channel.**

08 Glossary

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| Official resale | Fan-to-fan ticket exchange that takes place inside the ticketing platform that issued the original ticket, under the platform's brand and rules. |
| White-label | Technology that runs inside your platform without introducing a separate brand. Fans see your brand, not a third-party resale site. |
| Platform-native | Integrated directly into your ShoWare environment - event pages, checkout, user accounts - rather than operating as a separate system. |
| Ruleset | A container of rules that defines how resale behaves for a specific group of events. Includes pricing rules, eligibility, activation windows, and operational settings. |
| Resale GMV | Gross Merchandise Value - the total dollar value of all resale transactions processed through the platform. |
| Sell-through rate | The percentage of listed resale tickets that successfully find a buyer. |
| Activation window | The time period during which resale is open for a given event - for example, from 30 days before the event until 2 hours before doors open. |
| Face value | The original ticket price as set by the event organizer during primary sale. |

Questions? Contact your accesso CSM or visit mentatech.io