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Wednesday, January 14, 2009

Ticket scalpers employ various methods to get tickets for Cardinals-Eagles playoff

Phoenix Business Journal - by [Mike Sunnucks](#)

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So how did all those tickets to the **Arizona Cardinals** National Football Conference championship game Sunday end up on the Web?

Mike Garvie, an account manager for Connecticut-based **TicketNetwork**, said brokers employ a number of methods to acquire tickets for resale to big events like the Cardinals-Eagles playoff game in Glendale.

Some have season tickets for professional sports teams, which often gives them first crack at playoff tickets. Others have staffers who man computers and telephones to buy up tickets when they go on sale. The Cardinals NFC title game against the **Philadelphia Eagles** sold-out in 6 minutes Jan. 11 and were available only to Arizona residents.

Ticket brokerage firms and Web sites also purchase tickets from fans and season ticket holders who don't plan to go to a game and try to make a profit, Garvie said. Much of the demand for Sunday's game on the secondary market is from outside the state because original sales

were limited to Arizona residents, he said.

Some Arizona scalpers say their home-state status helped them get tickets to the game.

Garvie said tickets to the NFC final are running about \$260 for upper level seats, where the face value is \$120, and as much as \$1,800 for prime lower spots at the University of Phoenix Stadium.

Arizona's law restricts marked-up sales within 200 feet of a stadium, but slews of tickets are available via ticket web sites and online classifieds.

Sometimes prices for big games come down as kickoff nears and sellers try to make sure they get some return on investment.

Garvie said interest in the Arizona-Philadelphia match-up could help keep prices up. The winner will go to the Super Bowl in Tampa, Fla.

The Better Business Bureau, Arizona Attorney General's Office and other watchdog groups warn consumers to be on the lookout for fraud schemes and fake tickets. They encourage fans to use credit cards to purchase ticket, make sure tickets are legitimate and be careful when giving out personal and credit card data.

The Cardinals and Eagles met in the 1947 and 1948 NFL championship games, well before the first Super Bowl. The Cards, in Chicago at the time, won the 1947 game. The Eagles won in 1948.

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