

HOW TO SELL DOMAIN NAMES ON MARKETPLACES

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People frequently reach out to me to ask how they can sell their domain names.

After responding to this type of question for nearly ten years, I've determined that what people really want to know is "How can I sell my domain names with little effort?"

The answer is to use domain name marketplaces, where you can expose your domain names to millions of domain searchers each month with just a little set up work.

My fingers are about to fall off from responding to so many inquiries about this, so I decided to sit down and write an extensive report explaining how to best sell your domain names through domain marketplaces.

In this report you'll learn:

- Which marketplaces have partnerships to get your domain names in front of domain buyers at the *exact moment* they're searching for your domains.
- How to set up your portfolio at each marketplace.
- How to respond to sales inquiries at each marketplace in order to get top dollar for your domains.
- Which marketplace is best for your type of domains.
- What to do if you're getting a lot of low ball offers on your domain names.
- A Zero-commission alternative for selling your domains.

We'll start by exploring what a domain marketplace is and how they've evolved over the past five years. I'll also explain why listing domains names on some marketplaces is no longer "passive selling".

Then I'll provide detailed instructions on how to list your domains with each service, as well as how to respond to offers you receive on your domain names.

A Domain Marketplace Primer

At the highest level, a domain marketplace is a website where domain owners can list domain names for sale and buyers can purchase domain names.

People with domains list and categorize their domains, either with fixed prices or “make offer”. Buyers can search for domains and place an offer or, in some cases, buy the domains instantly.

History of Domain Marketplaces

The genesis of the mainstream domain marketplace was in the late 90s. The internet bubble was reaching a fevered pitch and domain names were selling for (what seemed like) top dollar. The mainstream press frequently wrote about the value of domain names.

Two of the earliest domain marketplaces to pop up were the first incarnations of Afternic and GreatDomains. Both were active trading grounds for domain names, and both would be acquired at frothy prices (only to be dumped for pennies on the dollar in the bust).

Register.com plunked down a whopping \$48 million to acquire Afternic in 2000, only to see its fortunes wane with the implosion of the NASDAQ. Entrepreneurs Roger and Michael Collins bought the Afternic.com domain from Register.com in 2002 and re-invigorated the site. NameMedia, a large domain portfolio holder and owner of BuyDomains, came knocking in 2006. It paid \$4.4 million to buy the site. Then in 2013, domain name registrar GoDaddy purchased the company for an undisclosed amount.

GreatDomains also went through multiple owners, including Verisign. It was ultimately picked up by Sedo in 2007 and the domain is used by the company for monthly auctions.

Sedo itself wasn't a household name during the dot.com bubble. It started as a student-led project in 1999 and didn't get much traction until the bubble started imploding. Founded in Germany, it was able to get a leg up

in the market for non-English domain names and country code top level domain names. It later became a public company.

Today Sedo is the largest marketplace in terms of number of listings. It has 18 million domain names listed for sale and over two million registered users.

Marketplaces greatly improve sales visibility for domain name owners. But the problem with all of these exchanges is that they attract a bunch of domain investors and only a handful of “end users” – the businesses that want to buy domain names to actually use. It’s the end users that pay top dollar for domain names.

How End Users Find and Buy domain names

There are two ways a typical end user finds out if a domain name is available for purchase.

One, a lot just type a domain name in their browser to see what comes up.

Two, most go to a domain name registrar and search for the domain.

The trick as a domain name owner is to inject your *for sale* message in front of domain searchers at both of these opportunities.

Here’s some good news: the domain name marketplaces figured this out a while back.

Marketplaces realized that end uses are rarely going to come to them, yet the marketplaces *could go to the where the end users are*.

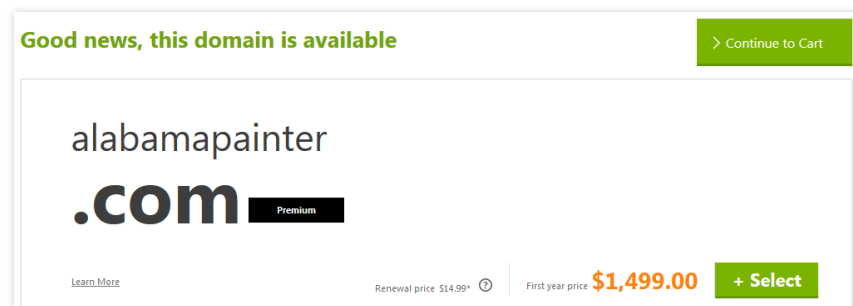
Since the advent of domain parking, many parking services have allowed you to post a “for sale” message on your domain. This allows domain visitors to contact the owner via email or click through to a marketplace listing.

This is helpful, but the biggest innovation in marketplaces in the past decade is interjecting the sales message directly into the registration path

at domain name registrars.

In the “old days”, the painter in Alabama who searched for AlabamaPainter.com on GoDaddy got a message that the domain wasn’t available.

Now, thanks to marketplace syndication and instant purchase capabilities, they see this:



This is an actual example of a domain I listed with GoDaddy’s Premium Listings service, which I’ll explain later. In short, a customer can add the domain to their cart, buy it, and get the domain in their account within minutes.

This drastically reduces friction in the domain name purchase process. The end user who has never heard of WHOIS, Sedo or Afternic, or even the term “aftermarket” can now buy an existing domain the same way they register an available domain name. The only difference is it costs more.

In the old days, listing a domain on a marketplace was a form of passive selling. Now, while sellers still have to wait for buyers to come along, they can interject their sales message right where the buyer is looking. The rest of this report will focus on domain marketplaces and how to use them to maximize your sales potential.



Sedo

Started as a class project in 1999, Sedo quickly grew to become a publicly traded company with over 18 million domain name listings and one million registered users. It typically sells more than \$2 million worth of domain names each week.

Sedo started in Germany and the European influence helped Sedo become the dominant player in non-English and country code domains. While the bulk of its business is still .com, it is the undisputed king of these other domains options.

Getting Started

The basic functions of Sedo are fairly easy to use once you are familiar with them. While Sedo has made great usability strides in recent years, it can still be overwhelming when you first log in.

The best way to get started is to dive in head first by adding some domain names.

After creating an account and logging in, moving your pointer over the "My Sedo" tab and select "Add Domains":



Sedo has a nifty wizard for entering domains. It's one of the company's nice user interface upgrades in recent years.

First you'll type in the domain names you want to sell:

Add Domains to sell and park

Step 1: Enter Domains Step 2: Price Domains Step 3: Activate SedoMLS Premium

Option 1: Enter up to 200 domain names

TestDomainMortgage.com
TestDomainFootball.com
TestDomainFood.com

Sedo then brings you to the domain pricing wizard:

Set Buy Now Prices

We recommend setting Buy Now prices, which sell faster and allow buyers to purchase at a fair asking price. Sedo's proprietary [Big Data Pricer](#) uses domain performance metrics to suggest prices.

Press [?](#) to bulk edit

Use a percentage of your set price as your minimum offer. [Apply](#) [Continue](#) | [Skip and go to next step](#)

Domain	Suggested Price	Price	\$/€/£	Price Option	Min. Offer
testdomainmortgage.com	499 \$US	499	\$US	Buy Now	
testdomainfootball.com	499 \$US		\$US	Buy Now	
testdomainfood.com	Not available		\$US	Buy Now	

Sedo will present suggested prices for each domain name based on the company's rich history of sales data and other factors used when valuing domain names. You should keep in mind a couple things when reviewing these prices:

Tip: Just because you're in the U.S. doesn't mean you have to set prices in US Dollars. If your domain is ideal for the French market you might select Euros.

1. No automated system for calculating domain value is perfect, or even near perfect. Use this as a guide only.
2. You don't have to enter a price at all! You can always leave the price blank and let people make offers for your domain names.

You'll also need to select a currency to attach to your price. Sedo lets you price domains in three different currencies, which is one of its strengths.

Tip: Sedo is currently beta testing a third option – Buy Now or Best Offer. With this setting you set Buy Now prices but Sedo users can also make an offer below this amount. You'll need to contact your account manager to turn on this option.

Next, you need to select a pricing option. This is where you decide if you're going to offer your domain at a fixed price (the "Buy Now" option) or "Make Offer". This is an option at other exchanges as well, so I'm going to expand on the issue here.

A fixed price/buy now listing means that someone can go to Sedo.com or one of its partners, see your listing, and click a button to buy the domain outright. As a seller, you are obligated to sell the domain if someone buys it.

Here are some important things to consider when choosing a fixed price setting:

1. Setting a price usually increases the distribution you can get for your domain name. Some registrar partners will only show your listings if they have a fixed price. (Sedo syndicates "make offer" domains to some partners as well.)
2. Fixed price domains are more likely to sell than ones without prices.
3. You need to keep on top of your listings if you set a fixed price. If you sell a domain elsewhere you need to immediately delete your fixed price listing.
4. Setting a fixed price at more than one marketplace might be dangerous. If there's sudden demand for your domain, it's possible it will sell on two marketplaces at about the same time. Distribution services have some checks on this. For example, when Sedo sells a distributed domain it simultaneously verifies ownership.
5. A current event may affect the value of one of your domains. You may not be able to change your fixed price fast enough in response to an event and may be forced to sell your domain at the fixed price.
6. Fixed prices remove any possibility of sizing up a potential buyer's potential to pay and pricing the domain accordingly.

In 2013 44% of sales through Sedo were "Buy Now" sales. That topped negotiations for domains (36%) and auctions (11%). Some auctions are for domains that were originally listed as "make offer" (more on that later).

Personally, I set a fixed price for my domains at just one marketplace and then list them as “make offer” elsewhere. I’m too concerned about selling my domain at one marketplace and then accidentally selling it somewhere else because I forgot to delete the other listing. I don’t price all of my domains; ones that could land a big whale of a buyer are just listed with “make offer”.

One last note about pricing at Sedo: Oddly, Sedo lets customers list a price while also choosing “make offer”. In this case, the seller is not obligated to sell if someone makes an offer that meets the listing price.

The final thing you need to decide on this first page is what kind of minimum offer a potential buyer can make.

Sedo’s default minimum offer is \$/€/£60. My experience is that if you leave the default at \$60 then you’ll get a lot of low ball tire kickers. It’s worth raising this amount unless you plan to sell domains for under \$1,000.

Tip: There’s one thing to be mindful of if you set a higher-than-default minimum offer. If a buyer types in \$60, they’ll get a message that informs them of the actual minimum offer amount. Some buyers think this is an amount you’ll sell the domain for, not merely a minimum to get negotiations started. They might fixate their valuation near the minimum offer.

OK, next up is a biggie: activating SedoMLS Premium.

Want to sell more from the start? Activate SedoMLS Premium

Any domain listed with us is automatically distributed via SedoMLS to a network of global partners. However, to sell more names, more quickly, you should activate SedoMLS Premium. By specifying you to carry out instant domain transfers on your behalf and increase the distribution of your domains.

Press ☒ to bulk edit

Domain	Registrar	Activate SedoMLS Premium
testdomainmortgage.com	Please select	Yes
testdomainfootball.com	Please select	Yes
testdomainfood.com	Please select	Yes

In the previous section “How End Users Find and Buy Domain Names” I noted that a great way to reach buyers is to be listed in the registration path at domain registrars. This means that if I’ve listed TestDomainFood.com for sale and someone searches for this domain (or something similar) at a registrar, they’ll be presented with an opportunity to buy the domain immediately.

Sedo offers this exposure and immediate transfer capability through a program called SedoMLS.

The basic level of SedoMLS syndicates all domain names to partner sites. But many of these partners won't show your domain in the registration path and there's no automated transfer.

To get the best exposure you need to select SedoMLS Premium. This is what gets you the most distribution and the automated domain transfer upon a sale.

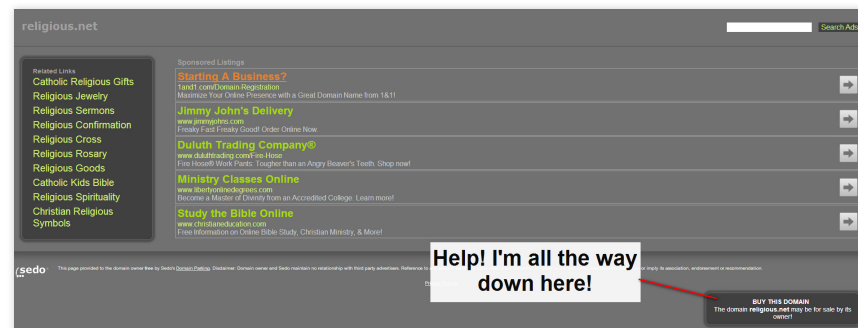
To qualify for SedoMLS Premium you need to price your domain with a "Buy Now" price and register the domain at a participating registrar. (Automated transfer necessitates integration with the registrar.)

At the time I'm writing this report, Sedo has more than 50 domain name registrars where you can register your domain and opt-in to SedoMLS. The number of sites that will actually show your distributed domain listings is much higher than this.

Note: only some top level domains (e.g. .com) are eligible for the automated transfer. You can view a current list of domains eligible for SedoMLS Premium [here](#).

Tada! You're done listing your domains for sale on Sedo.

Sedo also lets you park your domains to make money. You have the option of including a link on the parked page to your "For Sale" listing. But the default link is rather inconspicuous:

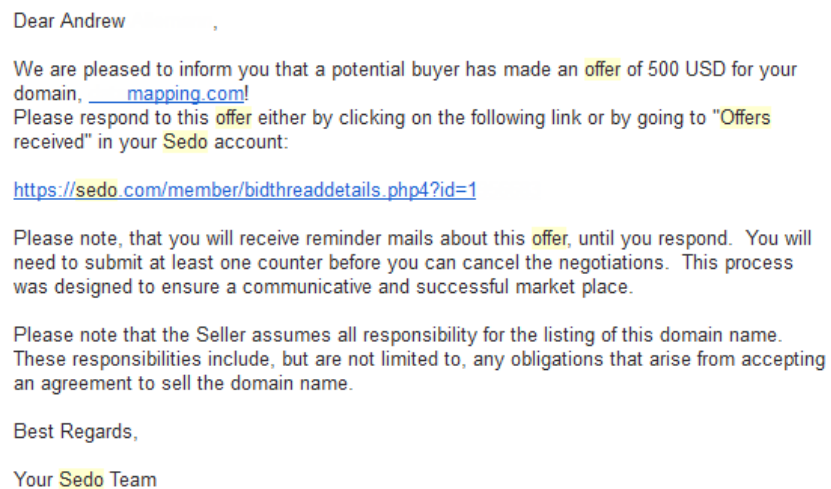


A benefit to parking your domains with Sedo is that if someone buys your domain at Sedo and it's also parked with Sedo *and the domain is listed with a fixed price* then you pay a lower commission.

After adding your domains you can play around with more settings. Click the “My Sedo” tab and then “My Domains”. Change the view to do things such as change how your domains are categorized.

Responding to Offers

When someone makes an offer on one of your “make offer” domains you’ll get an email like this:

A screenshot of an email from Sedo. The email is addressed to "Dear Andrew". The body text states: "We are pleased to inform you that a potential buyer has made an offer of 500 USD for your domain, mapping.com! Please respond to this offer either by clicking on the following link or by going to 'Offers received' in your Sedo account: https://sedo.com/member/bidthreaddetails.php4?id=1". It then includes two paragraphs of terms and conditions, followed by "Best Regards," and "Your Sedo Team".

Dear Andrew ,

We are pleased to inform you that a potential buyer has made an offer of 500 USD for your domain, [mapping.com](#)!

Please respond to this offer either by clicking on the following link or by going to "Offers received" in your Sedo account:

<https://sedo.com/member/bidthreaddetails.php4?id=1>

Please note, that you will receive reminder mails about this offer, until you respond. You will need to submit at least one counter before you can cancel the negotiations. This process was designed to ensure a communicative and successful market place.

Please note that the Seller assumes all responsibility for the listing of this domain name. These responsibilities include, but are not limited to, any obligations that arise from accepting an agreement to sell the domain name.

Best Regards,

Your Sedo Team

Yippee!

Click the link in the email to respond to the offer. You then have three choices:

- Accept the offer.
- Make a counteroffer that will be sent to the prospective buyer.
- Send the domain to auction.

The last option warrants some discussion.

Sedo lets you take a private negotiation you’re having with a potential buyer and make it a public auction with the buyer’s last offer as the minimum bid. A public auction on Sedo gets a good amount of exposure, so you might be tempted to use this option whenever you can.

That’s not necessarily a good move.

Once you send the domain to auction you're done negotiating. If no one else bids you are stuck with the opening price of the auction.

In many cases you will be able to negotiate a higher price directly with the prospective buyer than you'll get at an auction. I only recommend sending a domain to auction if it's a high quality generic at a price that a domain investor might pay. An auction might be ideal for a three character domain but probably not for a brandable domain in which you've already received a decent "end user" offer. You're probably better off squeezing a little bit more out of the end user instead of sending it to auction.

Learn About the Buyer

On Sedo, as with other domain marketplaces, you don't usually know who you're negotiating with. Knowing who wants to buy your domain name can help you negotiate the best deal.

Sedo does, however, tell you a little bit about the buyer.

Just below the bid thread for a domain you'll see a link that says "Information about the Buyer":

Date	Bidding
03/07/14	Your Desired Price:
03/07/14	Buyer's Offer:
03/12/14	Your Counter Offer:

[Information about the Buyer](#)
[Bidding history for this domain](#)

Click that link and you'll see this:

Meet the Buyer

Country of origin: United States

Value added Tax (VAT) status: Not Applicable

Sedo community member since: December 2011

Sedo buyer activity index:

You can actually glean quite a bit of information from this.

I created a short video about what you can learn from this. [View it on YouTube here.](#)

Fees

It's free to list domains for sale on Sedo. You only pay when you make a sale.

You can also pay to get your domain name featured, but from my experience that's a waste of money.

- 10% commission if you priced your domain with "buy now" price, the domain is parked at Sedo, and the sale originates on Sedo (not a partner site).
- 15% for all other sales that originate on Sedo's marketplace.
- 20% for all sales on the SedoMLS network (i.e., not sold on Sedo's sites).

There are also minimum fees based on the type of domain sold.

Need help setting up your domains on Sedo or with a pricing strategy? Get help at Domainnamewire.com/help



GoDaddy

Next up we're going to take a look at how to use GoDaddy's marketplace.

First, a quick note. GoDaddy acquired Afternic in 2013, but I have a separate section for Afternic. Afternic will remain a separate marketplace. At some point many of GoDaddy's marketplace options, including the Premium Listings you're about to read about, will go away as they become redundant with Afternic. I will update this report as necessary when these changes are made.

GoDaddy is a behemoth in the domain name registration world. About half of all new domain name registrations take place at GoDaddy.

It wasn't always this way. Few had heard of the registrar before its savvy marketing campaigns, including Super Bowl commercials, made waves.

But now GoDaddy is a force to be reckoned with.

Remember how I told you there are two ways end users typically find out domains are for sale? They either go to a parked page or they type the domain in at their registrar.

Given that about half of these people check for domains at GoDaddy, it's really beneficial to be in the "registration path" at GoDaddy.

There are a few ways to get in this registration path. One way gets your domains in the registration path and allows customers to add your domains to their cart, checkout, and get the domains in their account within minutes: GoDaddy Premium Listings.

A GoDaddy Premium Listings lets you set a fixed price for your domain. If someone searches for the domain on GoDaddy they'll see something like this:

Good news, this domain is available [Continue to Cart](#)


buffalovip
.com Premium

[Learn More](#) Renewal price \$14.99* ⓘ First year price **\$847.00** [+ Select](#)

Let U.S. shoppers know that you are local. Add this:
☐ buffalovip.us - \$3.99

I own the domain name BuffaloVIP.com and set up a Premium Listing to sell the domain name for \$847. A customer can literally click the +Select button to add the domain to their cart and buy it.

When they do, I'll get an email like this:

 A special message from GoDaddy.
24/7 Support: [\(480\) 505-8877](tel:4805058877)

Congratulations! Your premium listing just sold!

Dear Andrew


Congratulations! Your Premium Listings domain has sold!

Domain: [.ORG](#)
Date Sold: January 20, 2014
Listing Price: \$ 716.00
Commission: %

For more information on viewing your Premium Listings, [click here](#).

Sincerely,
GoDaddy

P.S. Did you know we offer a number of payment options for your Premium Listings?
[Click here](#) for more information.



GoDaddy will transfer the domain name to the buyer and send a payment for the purchase price less commission to me.

Before I show you how to create a Premium Listing, there are two things to make you aware of:

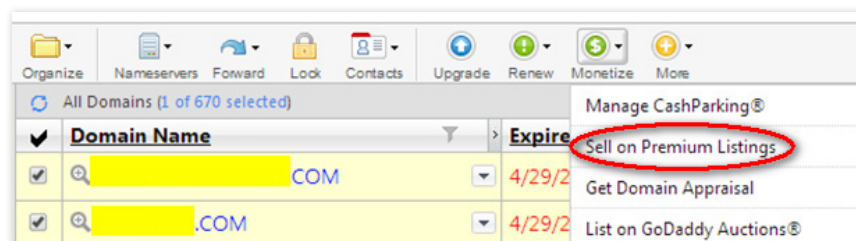
1. Your domain name must be registered at GoDaddy.
2. The commission is 30%.

30% is steep, but you can always add it to the price you ask for your domain.

Getting Started: Premium Listings

First, log in to your GoDaddy account and launch the Domains console.

Click the checkbox to the left of domain names you want to sell and then hover over “Monetize” and select “Sell on Premium Listings”:



A box will pop up that lets you name a price for all of the domains you selected. You can either enter one price or click the “Bulk” link to list prices for each domain individually. I recommend setting them individually:

A screenshot of the 'Add Domain to Premium Listings' dialog box. The title bar says 'Add Domain to Premium Listings' with a close button. The main text says 'You currently have 2 domains selected.' and 'Find a buyer for your domain using Premium Listings. Basic'. Below this, it says '* Required' and 'Listing information: *'. There's a text area for listing prices, with 'COM,850' and 'TS.COM,1900' entered. Below the text area is a 'Payee account: *' dropdown menu set to 'LLC -'. At the bottom, there's a checkbox for 'I have read and agree to the terms and conditions below:' with links to 'Universal Terms of Service Agreement' and 'Domain Name Registration Agreement'. There are 'Save' and 'Cancel' buttons at the bottom.

Just put the price for each domain after the comma.

Then select which account to send payments to and check the approval box.

What happens next is a little weird, but stick with it.

You'll see a confirmation box that asks you to check out. Don't worry; you don't have to pay anything! Just click the "Express Checkout" button and go to the next page to complete your order.

Tip: the Premium Listings management console has recommended prices for your domains. Ignore the recommended prices because they're almost always too low.

Again, even though you're "checking out", you aren't paying anything. A \$0 price will show up in the cart.

That's it! Your listings will be active soon.

To manage your listings go back to your domain console, click the "Buy & Sell" drop down at the top, and select "Premium Listings".

Getting Started: GoDaddy Auctions

If you create a Premium Listing your domain will also show up in GoDaddy. If you don't want to create a Premium Listing (for example, because you don't want to set a fixed price or pay the steep commission) you can create an Auction listing instead.

You can list domains on GoDaddy Auctions much the same way you create a Premium Listing, but you'll have to select more options.

To get started, once again select a domain and hover over "Monetize". This time select "List on GoDaddy Auctions".

You have four options:

- Offer/Counter Offer – this is the same as "Make Offer" elsewhere
- Offer/Counter Offer with Buy Now – you set an asking price but people can make a lower offer and negotiate

- Buy Now Only – a fixed price listing
- 7-Day Public Auction – you can auction your domain off but there's a listing fee.

A key benefit to GoDaddy Auction listings is that they show up if someone searches for the domain on GoDaddy.com. However, the process for a customer to actually buy the domain is more complicated than a Premium Listing. The customer will have to click over to GoDaddy Auctions, create an account, and buy the domain through GoDaddy Auctions instead of their regular shopping cart. This adds friction compared to a Premium Listing and reduces the chance of a sale. The upside is that you only pay 10% and you can list the domain without a fixed price.

Domains listed on Afternic also show up on GoDaddy Auctions and thus the GoDaddy registration path, but you get stuck with higher commissions. So listing them directly with GoDaddy saves you money (for now).

Fees

- There is no charge to create a premium listing, but there is a 30% commission.
- To list on GoDaddy Auctions you have to pay \$4.99 for an annual membership. Sales commissions are 10%.

Need help setting up your domains on GoDaddy or with a pricing strategy? Get help at [Domainnamewire.com/help](https://domainnamewire.com/help)



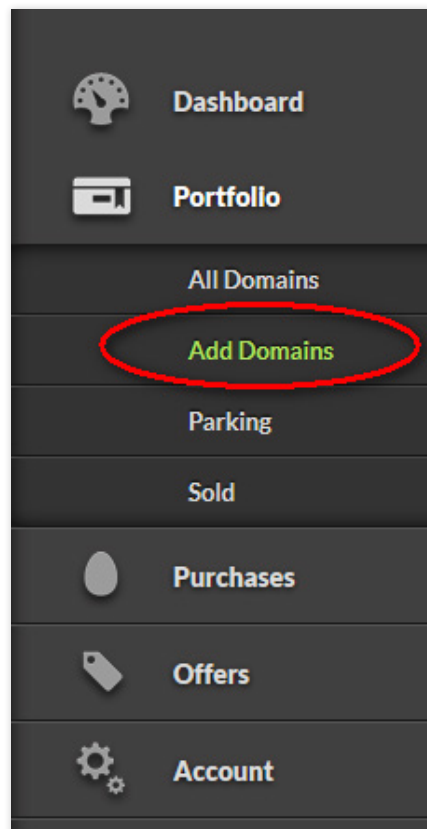
Afternic

Afternic is owned by GoDaddy, but GoDaddy plans to keep it a separate site. So it warrants its own section in this report.

Afternic has over 5 million domain names listed for sale, and a large portion of them have fixed prices. It has the best distribution network for fixed priced domains. GoDaddy and Afternic combine to sell about \$2 million worth of domain names each week.

Getting Started

After creating an account, log in and view the navigation on the left. Scroll over "Portfolio" and then click "Add Domains":



You can list up to 50 domain names in the text box or upload a spreadsheet if you have more domains.

Enter domain name(s):

✕ TestDomainFootball.com

✕ TestDomainMortgage.com

✕ TestDomainTravel.com

Enter up to 50 domain names

Press the space bar to add another domain.

Any errors must be fixed by deleting or editing the entry before you can continue.

Your domain names will be displayed to buyers in the same case entered into the field above. For example: BuyMyDomain.com

[Continue](#)

The next page lets you set pricing and promotion levels for all of your domain names:

Domain Name	Promotion Level	Price		
		Buy Now	Floor	Minimum
<input type="checkbox"/> APPLY TO SELECTED	<input type="button" value="NETWORK"/>	\$ buy now	\$ floor	\$ minimum
<input type="checkbox"/> TestDomainFootball.com	<input type="button" value="NETWORK"/>	\$ buy now	\$ floor	\$ 250.00*
<input type="checkbox"/> TestDomainMortgage.com	<input type="button" value="NETWORK"/>	\$ buy now	\$ floor	\$ 250.00*
<input type="checkbox"/> TestDomainTravel.com	<input type="button" value="NETWORK"/>	\$ buy now	\$ floor	\$ 250.00*

Fields marked with * are required.

[Submit Domains](#)

Let's skip "Promotion Level" for now and come back to it after setting prices.

You'll notice that you can set up to three prices. This is where Afternic and Sedo diverge when it comes to price setting and negotiation.

- Buy Now - fixed price option. If you set a price someone can buy the domain without negotiation.
- Floor - the minimum price at which you will sell the domain.

- Minimum - the minimum amount someone can offer for your domain.

At Sedo you have direct negotiations with the buyer through an account interface. Afternic, on the other hand, takes care of the negotiation for you based on the prices you set, except in limited circumstances.

Let's say you have a Buy Now price of \$5,000, a floor of \$3,000, and a minimum offer of \$1,000. Afternic will negotiate on your behalf to get you as close to \$5,000 as possible, but won't sell the domain for less than \$3,000. It's in their interests to get the highest possible price for you since they are paid a commission on the sale.

You don't have to set any prices up front if you don't want to. If Afternic receives an offer that meets the minimum (\$250 is the default) they will then ask you to price your domain name.

Many of Afternic's negotiated sales take place over the phone. This is a big plus for domain owners as it allows Afternic to "feel out" the buyer in ways they can't through an online system.

If the domain purchase inquiry came in from a partner site, Afternic will pass your asking price to Afternic's partners, which will relay the information to the prospective buyer.

After setting prices you need to select a promotion level. This is akin to the SedoMLS option at Sedo.

There are two options:

1. Network – domains are syndicated to other websites. If someone buys your domain on the Network level you will have to transfer the domain through escrow. Network is the only promotion option for domains that aren't priced.
2. Premium – Domains listed at the Premium level are syndicated to more sites. If someone buys the domain it is instantly transferred to the buyer's account. This is similar to GoDaddy Premium Listings and SedoMLS Premium. Your domain must have a Buy Now price to opt-in to Premium, and it must be registered at a participating registrar.

Afternic domain names have been syndicated to GoDaddy's registration path for many years prior to the registrar's acquisition of Afternic. However, the integration has been similar to GoDaddy Auctions: a potential buyer has to click over to the auction site to check out and buy your domain. The domain isn't automatically transferred. This will change sometime in 2014 as Afternic listings will work much the way GoDaddy Premium Listings do today.

Afternic has the best network reach of any marketplace, reaching most of the top 20 domain name registrars.

However, Afternic does not support as many ccTLDs and handle as many languages as Sedo.

Much like Sedo, Afternic has a parking option. You do not get any commission discounts for parking with Afternic, but it might increase your sales leads.

Fees

- Network level commissions are 15% with a \$60 minimum
- Premium level commissions are 20% with a \$120 minimum

Need help setting up your domains on Afternic or with a pricing strategy? Get help at Domainnamewire.com/help



DomainNameSales.com

DomainNameSales.com is a rapidly growing marketplace founded by Frank Schilling, one of the most successful domain name investors of all time.

Truth be told, the “marketplace” aspect of the site is rather minimal. I don’t think a lot of end users come to the main site to search for domain names. It’s more of a sales system than marketplace.

DomainNameSales.com (which I’ll abbreviate DNS going forward) has capitalized on one of the two ways people find out your domain is for sale: a parked page.

In order to use DNS you must park your domain names with the service. Normally I’d argue against this. With Sedo and Afternic if you park a domain and someone clicks through to your sales listing, you might get the sale but you’ll pay a commission.

DNS is different. It calls itself an “open” brokerage system, which means you can assign just about anyone you want to field sales inquiries on your domain names.

DNS has a team of brokers responding to email and phone inquiries for a commission, but using them is optional. You can also assign a number of other brokers...or just do it yourself.

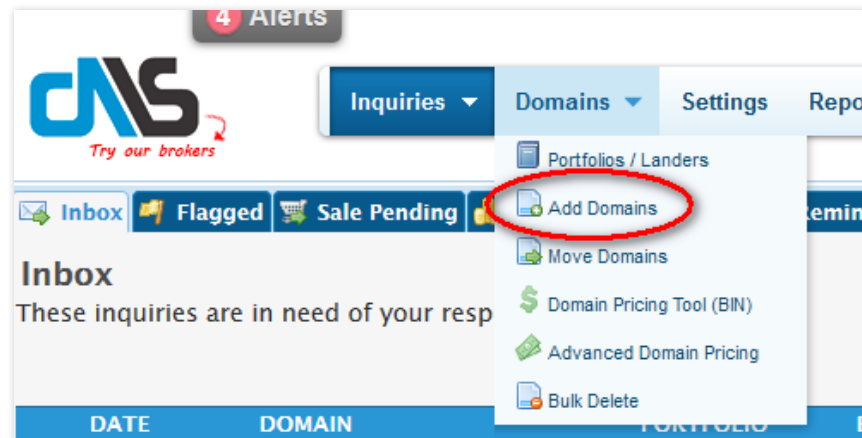
And if you do it yourself, you don’t pay a commission. So although you’re required to park your domains, you don’t have to pay a commission on your sales. That’s a pretty good deal.

Getting Started

Adding domains to DNS is very simple, partly because the site doesn’t act much like a typical marketplace.

After creating an account and logging in, look for the “Domains” drop

down at the top. Select “Add Domains”.



Next up you'll see this input screen:

A screenshot of the 'Add Domains' input screen on the DNS website. The page has a header with the DNS logo and navigation tabs: 'Inquiries', 'Domains', 'Settings', 'Reports', and 'More'. Below the header, there is a 'Portfolio' dropdown menu set to 'slc', a 'Notification Email Address' input field, and a large text area labeled 'List of Domains, one per line'. At the bottom, there is an 'Upload' button and a note: 'Note: existing domains will be moved to the selected portfolio'.

DNS lets you create multiple portfolios for managing your domains, but most people only need one. So basically all you need to do on this page is paste a list of your domains.

No prices, minimums, or categories. Just point your nameservers to DNS and wait for offers to come in (all the while collecting parking revenue).

That's it. That's all. It's simple...

...to get started, at least.

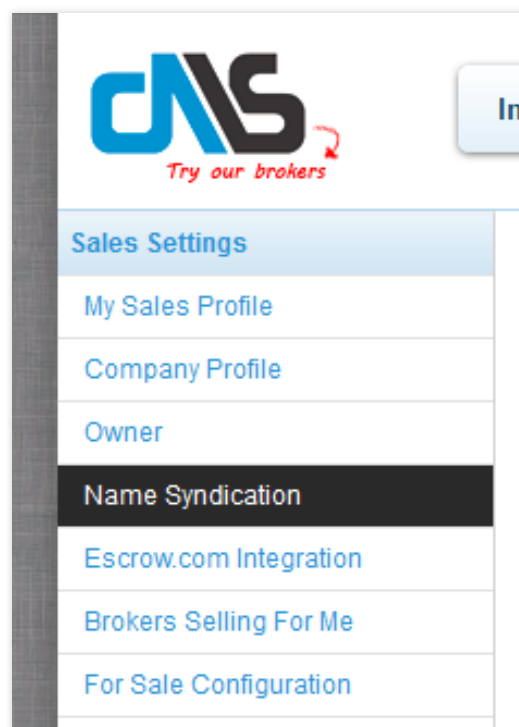
Unfortunately the simplicity may end there for some people.

DNS was created by a holder of a large portfolio of domain names and many of its features are created for mega users. Once you start poking around the site you can head down a rabbit hole.

With that in mind, I'm going to show you a few key features that will get you started. You can investigate the other features as you get familiar with the system.

First, click on the Settings tab at the top of the page. You will now be overwhelmed as you see 25 options in the left hand column.

The first one to click on is "Name Syndication":



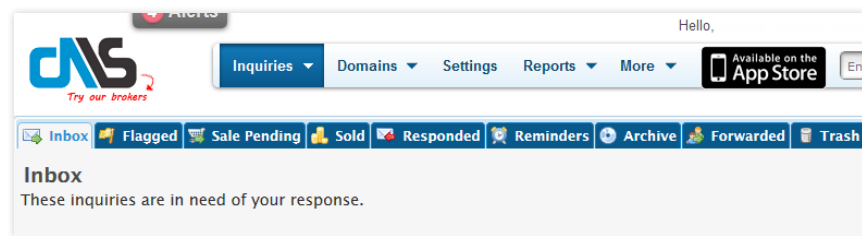
Although the primary source of sales leads at DNS is the "for sale" messages on parked domains, DNS is also adding syndication partners.

By opting in to Name Syndication you can get your domain in front of people when they search at DomainTools, a large domain research site.

Syndication isn't free since a DNS broker is involved and a sale also results in a commission to the syndication partner. You'll pay a 20% commission.

The other thing to look for on the settings page is the link “Brokers Selling for Me”. If you want to have a broker handle your inquiries you can click the “Broker Directory” link on this page and request a relationship with them.

Next, let’s take a quick look at the Home Page you see when you log in to DNS:



Tip: You might be confused the first time you get an inquiry if it was sent to a broker such as DNS. Your inquiry will jump straight to the Forwarded tab.

If you manage your own sales inquiries then you’ll see new ones in your Inbox. Once you respond it moves to the Responded tab.

You can also get sophisticated and add reminders and such.

Fees

- No commissions if you handle sales yourself
- 20% commission for syndicated sales
- Other brokers charge varying fees; DNS’ current fee is 12.5%

**Need help setting up your domains on
DomainNameSales.com or with a pricing strategy?
Get help at Domainnamewire.com/help**

Other Marketplaces

The domain marketplaces I've detailed here are by no means the only ones. There are other general marketplaces – such as Aftermarket.com – as well as specialty marketplaces. If you want to sell a Chinese domain name, 4.cn is the place to go. There's even a market for pronounceable four letter domain names, Catchy.com.

Now, get started!

I hope this report has given you the instructions you need to start listing your domain names for sale. I also hope you see the fruits of your labor (sales!) soon.

I understand that navigating the various marketplaces and deciding on a pricing strategy can be challenging. With that in mind, I also offer **one-on-one consultations** to help you optimize your marketplace sales strategy. For details, visit:

Domainnamewire.com/help