

Tutorial: Selling Domain Names on Major Marketplaces

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<http://www.domainsherpa.com/sell-at-marketplaces/>

Are you concerned you're leaving money on the table by not listing your domain names in the right online marketplaces? You probably are. Stay tuned to get the biggest results with the least amount of work.

Hi everyone, I'm Michael Cyger, publisher of DomainSherpa.com, and this is a DomainSherpa Tutorial where I not only talk about the strategy of passively selling domain names on marketplaces — I show you the tactics, on screen, of how to do it.

First, if you have a great domain name and nothing to show when people visit, you're missing out on potential advertising revenue, leads and partnership opportunities. NicheWebsites.com can build you a site quickly with a price option to suit any need — but as their tagline says, they don't just build websites, they build businesses. NicheWebsites.com.

Second, if you're buying or selling a domain name or portfolio and you want an estimate of it's value, Estibot.com is the place to go. Just like you'd visit Zillow.com to get an estimate of a house value, Estibot.com provides key information about the most important statistics so you can make an informed decision based on data.

Finally, whether you are buying, selling, brokering or financing a domain name you need an escrow company that is properly licensed, bonded, insured and audited. That company is Escrow.com and they have been doing it since 1999. Escrow.com - it's about trust.

Imagine you want to sell your house but you never told anyone it was for sale. Your game plan was to wait for people to knock on your door or send you a letter and make you an offer.

In this case, you might wait until the end of your life without receiving an offer.

If you want to receive as many offers as possible for your home, you need to put up a “for sale” sign and publicize the sale in as many places as possible – like local newspapers, regional magazines, the real estate Multiple Listing Service and other marketplaces like Zillow.com.

The same rules apply to domain names you own and want to sell.

When selling domain names, there are similar steps you can take that will make you more successful.

This tutorial will walk you through a 10-step process to list your domain names for sale at major marketplaces. You don’t need to do all the steps, but the more you do the more purchase interest you’ll receive.

Steps to sell your domain names:

1. Organize your domain names for sale
2. Set pricing for your domain names
3. Hang a for sale sign
4. Select the right marketplaces
5. Sell domains on GoDaddy.com
6. Sell domains on Flippa.com
7. Sell domains on Sedo.com
8. Sell domains on DomainNameSales.com
9. Sell domains on Afternic.com
10. What to do after the sale

1. Organize your domain names for sale

Before we can list our domain names for sale, we need to develop a list of domain names for sale.

This may be an easy task if you only own five or 10 domain names, but if you have hundreds or thousands of domain names it may take some time.

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I have most of my domain names at the domain name registrar called GoDaddy, and you can see that all my domain names are categorized into folders so I can manage them more easily.

I have a folder for domain names related to DomainSherpa.com, one folder related to iSixSigma.com – another publishing website I own, a folder for domains I want to drop, and a folder for domain names that I consider to be my investment portfolio.

The investment portfolio folder includes domain names that I have plans to develop but would consider selling if the right opportunity presented itself. The investment portfolio is the list of domain names that I will use for illustrative purposes in this tutorial.

I can tell you that it took a good few hours for me to go through my list of about 550 domain names and put them into folders, and I often had to go over my domain name portfolio multiple times to determine if I consider certain domain names to be an investment or part of one of my brand portfolios, or – if they were investment grade or should be dropped.

Adam Dicker did a great interview on the difference between good and crappy domain names (<http://www.domainsherpa.com/domain-characterization/>) that you might want to watch before starting the organization process on your portfolio.

The next thing to do is get this list in an easy-to-manage format, so I'm going to sign into my GoDaddy account, go to More > Export List, type in a list name, select "from a list" in the "Domain list" pull-down menu, then select "Investment" from the "Folders" pull-down menu. Obviously, you'll need to select the appropriate options given your own organizational system at the registrars you use.

Then I click Next, Next again, CSV format if you want to open it up in Microsoft Excel or Google Spreadsheet, and then "none" for the lower pull-down menu, which – although unlabeled – I believe is asking if you want compression on the download file. Then go to your email program and look for the download link.

When you get the email notification, you'll go back to your GoDaddy account and click More, Manage Exportable Lists, download icon, then click to open it in Microsoft Excel if you have it installed.

We're going to use this list to import into the various domain name marketplaces, so being able to copy an entire column of domain names is a requirement.

Remember, if you have domain names at other registrars then you'll need to include them in your list. In my case, I have two domain names that are ccTLDs that GoDaddy cannot manage for me – angels.vc and seo.io – and another at another registrar – surveys.xyz, so I'm going to add these to the bottom of my list.

2. Set pricing for your domain names

Many of the domain name marketplaces allow you to sell your domain names on a “Make Offer” basis, meaning that you’re listing the domain name for sale but if someone is interested in buying it then they need to contact you and make an offer.

In some cases, you may have domain names that you know will never be worth more than three or four figures, and it would be a waste of your time to negotiate sales prices on each of these. In such cases, you may want to set “But It Now” pricing for these domains.

Doing so allows you to take advantage of impulse purchases by those searching for domain names. Often times if you can set a price, registrars can include your domain names in the domain name search process.

Take, for example, if I search for venture.com on GoDaddy. I can see at the top of the page the it’s not available, then GoDaddy recommends some alternatives that are available for registration fee, then it recommends Premium domain names that are available for a higher first year price. If you mouse-over the information icon it says, “While GoDaddy does not own

these domains names, we are one of a select group of registrars that can introduce you to the sellers.”

Without setting a buy it now price in GoDaddy’s marketplace, you wouldn’t be able to have your domain name highlighted in the domain name search process.

I’ll show you how to become one of these sellers later in this tutorial.

What you’ll want to do...

The final advice I’ll provide is that marketplaces charge a commission ranging between 10% and 30%, so make sure your pricing includes this range and that you’ll be happy with the net sale price after commission. See below for a summary table of commission by marketplace.

3. Hang a for sale sign

At the same time I list my house for sale in MLS, I put up a yard sign saying it’s for sale. You never know when people are driving through the neighborhood and might notice your house for sale.

The same is true for your domain name. Many buyers start by typing a domain name into their browser to see if it’s registered and what’s on the website. So we need to hang a for sale sign up.

And our domain name for sale sign needs to service the same purpose as a house for sale sign – it needs to provide a contact name, telephone number and URL.

There are many marketplaces that provide this benefit to you and act as a lead funnel, or you can do what many brokers do and create your own landing page on your website to gather purchase inquiries.

I won't spend the time going over the pros and cons of each option on this tutorial. But at the end of the day, if a user types in one of your domain names to see if it's available – which a lot of people do – you want to direct

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them to a page that has contact information and a form to generate a sales inquiry.

I personally prefer to use the DomainNameSales.com platform as I can list it for sale and also generate some advertising revenue from the parked page. If I type in diagnose.com, for example, you can see the landing page displays advertising and there's a banner saying the domain name is listed for sale. Clicking the link in the banner takes me to a sales inquiry form.

The process is simple to point your domain names at the DomainNameSales.com platform. Select every domain name in my Investment portfolio, change the domain name nameservers to custom, and set them to:

buy.internettraffic.com and
sell.internettraffic.com

Then go to DomainNameSales.com, go to the Domains pull-down menu item, and click Portfolios.

I'm going to create a new portfolio called Investment.

In the advanced settings area, you can customize the message you want in the top banner.

`http://domainnamesales.com/domain/{DOMAIN}`
{DOMAIN} is may be for sale. Call (206) 347-0977 or {LINK}click here to inquire about purchase or lease{/LINK}.

Then go to DomainNameSales.com, go the Domains pull-down menu item, Portfolios / Affiliates section, Add New Portfolio and add my Investment list.

4. Select the right marketplaces

Now that we know what domain names we want to sell and have priced any domain names we might want to sell as part of a checkout process, it's time to find the best marketplaces to list your domain names for sale.

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There's a concept known as the Pareto Principle also known as the 80/20 rule (<http://www.isixsigma.com/tools-templates/pareto/pareto-principle-8020-rule/>), states that 80 percent of what you get comes from 20 percent of the effort. In essence, we spend time and effort doing things that don't matter and we need to focus on the vital few inputs that produce the results we want.

Applying the Pareto Principle to domain name sales, if you listed your domain names for sale on every marketplace available you would likely find that roughly 80 percent of your sales leads come from 20 percent of all the domain name marketplaces. If that's true, then we should spend our time on the ones that matter.

In my opinion, the domain name marketplaces that matter most are the ones that get the most amount of traffic. More eyeballs equals more potential sales.

So I use a tool to see which websites get the most traffic. The website tool I use is Alexa.com.

While Alexa.com is not perfect, it is a ranking system that basically audits and makes public the frequency of visits on various websites. According to Alexa.com, these are the most frequented domain name marketplaces on the Internet as of the publish date of this tutorial, along with their Alexa.com worldwide ranking in parentheses:

1. GoDaddy.com (69)
2. Flippa.com (1,267)
3. Sedo.com (1,541)
4. DomainNameSales.com (5,509)
5. Afternic.com (10,610)

Do you have another marketplace you were considering? Plug it into <http://www.alexacom/> and look for the "Global Rank" number. If the Alexa rank is lower than those listed above, meaning it's more popular, then consider listing your portfolio there instead or in addition to, and post a comment below to let others know the marketplace and it's Alexa global rank.

If the Pareto Principle tells us there's a point of diminishing return to our efforts, I'm only going to list my domain names on these five marketplaces.

Quick break from three sponsors of today's show:

First, are you tired of being up-sold and cross-sold when you buy or renew a domain? Then try the newest registrar being built from the ground-up with a beautiful interface, competitive pricing and 24/7 support. Uniregistry.com will surprise and delight you. The right domain name can change your life: Uniregistry.com.

Second, investing in Chinese domains is crazy hard without expert, native language advice. Now, as a service to the western domainer community, TLD Registry offers ChineseLandrush.com. Using ChineseLandrush.com will help you invest in Chinese domains with confidence, and without knowing a word of Chinese.

Finally, Media Options is a boutique domain brokerage firm that gets results. They've specialized in helping companies acquire and sell high value domain names since 2005, with a client list ranging from funded startups to Fortune 500 corporations. Visit MediaOptions.com to learn more.

5. Sell domains on GoDaddy.com

GoDaddy charges a Premium Listing commission fee of 30%. To sell in GoDaddy Auctions, you need an Auction account that costs \$4.99 per year; the commission fee is 10%. Other details and minimum fees can be found at <http://support.godaddy.com/help/article/3501/what-are-the-commission-rates-for-premium-listings> and <https://auctions.godaddy.com/trpPricing.aspx>.

Let me start this section by saying that if your domain names aren't at GoDaddy, then you can't use GoDaddy Premium to sell your domain names but you can use GoDaddy Auctions whether your names are at GoDaddy or not.

If they are at GoDaddy, then sign into your GoDaddy.com account. Mouse-over “Domains” and select “Manage My Domains”.

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Create a GoDaddy.com account and then sign into it. Then go to the Domain Manager.

When you select a domain name, you'll have two options: "Sell on Premium Listings" and "List on GoDaddy Auctions".

If you select Premium Listings, you'll go through the process of setting a "Buy It Now" price for each of your domain names between \$100 to \$99,999 USD.

As mentioned in section 2, "Set pricing for your domain names", this can be of tremendous benefit given that GoDaddy has the largest registrar market share. Setting a buy it now price allows GoDaddy to put the domain name in the domain name search path, allowing a user to checkout much like they would for registering a new domain name, but with a price tag that you set.

To list your domain name as a Premium Listing, it's sort of a strange process. You have to set prices on your domains, then checkout with a zero cost.

The GoDaddy Auctions process allows you to set one of four options:

1. Offer/Counter Offer (also known as "Make Offer")
2. Offer/Counter Offer with Buy Now
3. Buy Now Only
4. 7-Day Public Auction

The process for a person to buy your domain name through GoDaddy Auctions is more complicated than Premium Listings. Instead of the buyer checking-out like they would for a hand-registered domain name, they have to have a GoDaddy Auctions account, which adds an extra few steps to the process.

To list a domain name, go to GoDaddy Auctions, click "List a Domain" and then follow the prompts.

The GoDaddy Auction requires that you set a Minimum offer price must be between \$10 and \$50,000 USD.

6. Sell domains on Flippa.com

In 2014, Flippa started offering a Domains Catalog option. Flippa's Domains Catalog is a different section from their Auction listings, which won't be discussed here.

In the Catalog, domains are listed with either "Best Offer" or "Buy It Now" parameters.

The sales commission is 15% and there is a \$60 minimum. Other details and minimum fees can be found at <http://flippa.com/blog/introducing-flippas-domains-catalog/>.

Create a Flippa.com account and sign into it. Then click on the Selling... "My Domain Catalog" link, then "Add more domains" and follow the three step process to enter your domains, price your domains, and review your instructions.

I really wish there were a way to either upload a spreadsheet or set minimum offer or buy now pricing more easily for large portfolios, but since this is such a new system I'm sure Flippa.com be improving it soon.

Once the domains are submitted you wait for them to verify you own the domains, and they'll be searchable and ready for sale through their catalog.

7. Sell domains on Sedo.com

Sedo charges a commission fee of 10% for Buy Now domain names, a 15% for other sales originating on Sedo.com, and 20% for SedoMLS Premium sales. Other details and minimum fees can be found at <http://www.sedo.com/us/services/price-list-for-services/>.

Create an account and then sign into your Sedo.com account. Then mouse-over "My Sedo", select "Add Domains", and follow the three step process to enter your domains, price your domains, and activate SedoMLS Premium.

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Let's walk through the process. I'm going to go to my spreadsheet, copy all of my investment domain names, and paste them into the step 1 box.

Sedo then shows me what they think is a fair sales price based on their past sales data. This tutorial is not intended to discuss setting retail values for domain names, so I'm going to leave the fields blank let people make offers on my domain names.

Two benefits of setting a price include: 1) selling more domain names – it's been shown that domain names that are priced sell more readily, and 2) increasing the distribution of your domain names to syndicated partners of the marketplace your using.

Now, three detriments of setting a price: 1) if your prices across marketplaces don't match, you might be obligated to sell a domain name for less, 2) an increase in the value of your domain name requires more work on your part to monitor and update, and 3) setting prices removes your ability to determine your potential buyer's need and budget.

You can also opt-into the SedoMLS Premium program for syndication of your domain names to Sedo partners, but you need to do an automatic transfer through one of their partners registrars. If you have your domain names at Name.com or UnitedDomains.com, for instance, this might be a good option for you. Learn more at <http://www.sedo.com/us/sell-domains/sedomls/>.

8. Sell domains on DomainNameSales.com

DomainNameSales.com doesn't charge a commission if you "take ownership" of a lead and do the negotiation yourself – yes, they're allowing you to use their system for free in the hopes that you might want their brokers to negotiate on your behalf where they can earn a commission. Their commission is 12.5% only if their brokers handle the negotiation. Other details and minimum fees can be found at <http://domainnamesales.com/brokerage>.

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As we mentioned earlier in this tutorial, DomainNameSales.com can act as a sales inquiry platform. In setting up the system to gather leads, the domain names are also entered into their marketplace and listed as for sale.

Create a DomainNameSales.com account and sign in. Go the Domains pull-down menu item, and click Portfolios.

I'm going to create a new portfolio called Investment and start fresh.

In the advanced settings area, you can customize the message you want in the top banner.

`http://domainnamesales.com/domain/{DOMAIN}`

`{DOMAIN}` is may be for sale. Call (206) 347-0977 or `{LINK}`click here to inquire about purchase or lease `{/LINK}`.

9. Sell domains on Afternic.com

Afternic charges a Network level commission of 15% with a \$60 minimum and a Premium level commission of 20% with a \$120 minimum. Other details and minimum fees can be found at <http://www.afternic.com/sell-domains>.

Create an Afternic.com account and sign in. Click the “List Domains” and follow the process to enter your domains.

On Step 2 you'll set the promotional level and pricing.

According to the Afternic.com website, the Network promotion level reaches 32 reseller websites and 25 million qualified buyers each month, and the Premium promotion level reaches 100 reseller sites and 75 million buyers each month. And I'll throw out a caveat to the GoDaddy marketplace discussed earlier: because Godaddy is part of the Afternic Partner network, you can actually list a domain registered through a third party registrar at Afternic as Premium listing and it will syndicated to GoDaddy's search function as a Premium listing.

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The Afternic Premium promotion level is similar to the GoDaddy Premium and SedoMLS Premium options. To select the Afternic Premium level, you must have a Buy Now price and it must be registered at a participating registrar.

For pricing, there are three fields you can fill in:

1. Buy Now
2. Floor
3. Minimum

The Buy Now is a fixed sales price. If you set this, a person can buy the domain name for this price. The Floor is the lowest price you would sell the domain name. And the Minimum is the lowest offer someone can make for the domain name.

So if I asked \$10,000 for a domain name, would take \$5,000 and didn't want to see offers for less than \$1,500, I would set a Buy Now price of \$10,000, a Floor price of \$5,000 and a Minimum of \$1,500. Afternic will then negotiate for me, try to get as close to \$10,000 as possible but won't sell the domain for less than \$5,000. And Afternic is incentivized to get as much for the domain name as possible as they're compensated by commission.

10. What to do after the sale

Once a domain name is sold, it's your responsibility to remove the domain name from other marketplaces.

You would think that once your registrant information changes on the domain name that the marketplaces would realize it's no longer for sale, but that's not the case. Do yourself and the buyer a favor by removing the domain name in each of your marketplace accounts.

I hope this tutorial helps you list your domain names on marketplaces to maximize inquiries and sales.

Please post a comment below if you have any questions or would like to see a tutorial on another topic.

Watch the full video at:

<http://www.domainsherpa.com/sell-at-marketplaces/>