

GET STARTED SELLING YOUR DOMAINS

How to list your domains
for sale through GoDaddy



Domain Name Wire



*This guide was made possible
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Name Wire created the guide
and made all editorial decisions.*



INTRODUCTION

Did you know there is a thriving secondary market for premium domain names? If you're interested in selling domain names for profit, this guide is for you!

Whether you registered domains for a project that didn't take off or bought them as a potential investment, you can sell your domain names by getting them in front of the right people.

This guide provides step by step instructions on how to promote your domains for sale to the world's largest domain buying audience. We will review:

- How companies and entrepreneurs find and buy domain names for their business
- How to price your domain names and how to list them for sale
- How GoDaddy and Afternic's Domain Listing Service (DLS) promote your domains across a vast global audience of potential domain buyers
- How GoDaddy can accelerate delivery of your domains to buyers and put cash in your pocket sooner

By the time you implement these recommendations, your domains will be available on over 100 of the world's largest registrars, hosting companies, and domain marketplaces *reaching more than 75 million searches every month.*

HOW DOMAIN BUYERS FIND DOMAINS

One of the first things entrepreneurs think about is what to name their venture. Yet, this is often limited by the domain names they find available. Most names people come up with aren't available for registration because someone else thought of the name and registered it before. It has happened to all of us; you type the domain name of interest in the search box and you get a message that reads *"Sorry, that domain is taken"*.

However, this doesn't mean they should give up on the name, as many of them can be bought from their current owner.

People who want to buy a domain for their business, called "end users" in the domain investor world, typically find out if a domain is available for purchase in one of two ways.

1. They visit a domain name registrar and search for the domain. The registrar notifies the searcher that the domain is available.
2. They type directly a domain name in their web browser and a web page comes up that says that such domain is for sale.

In this guide, we'll walk through the steps on how to show your domains for sale at domain registrars and how to create "for sale" landers for your domain names to increase the search results of your domains.

As a domain name owner, you want to place your for sale message in front of as many domain searchers at the right time and in their language, regardless of global location.



THE CHALLENGE OF SELLING DOMAIN NAMES

Historically, tools for domain owners to market their domain names were limited. Domain owners could do two simple things to sell domain names:

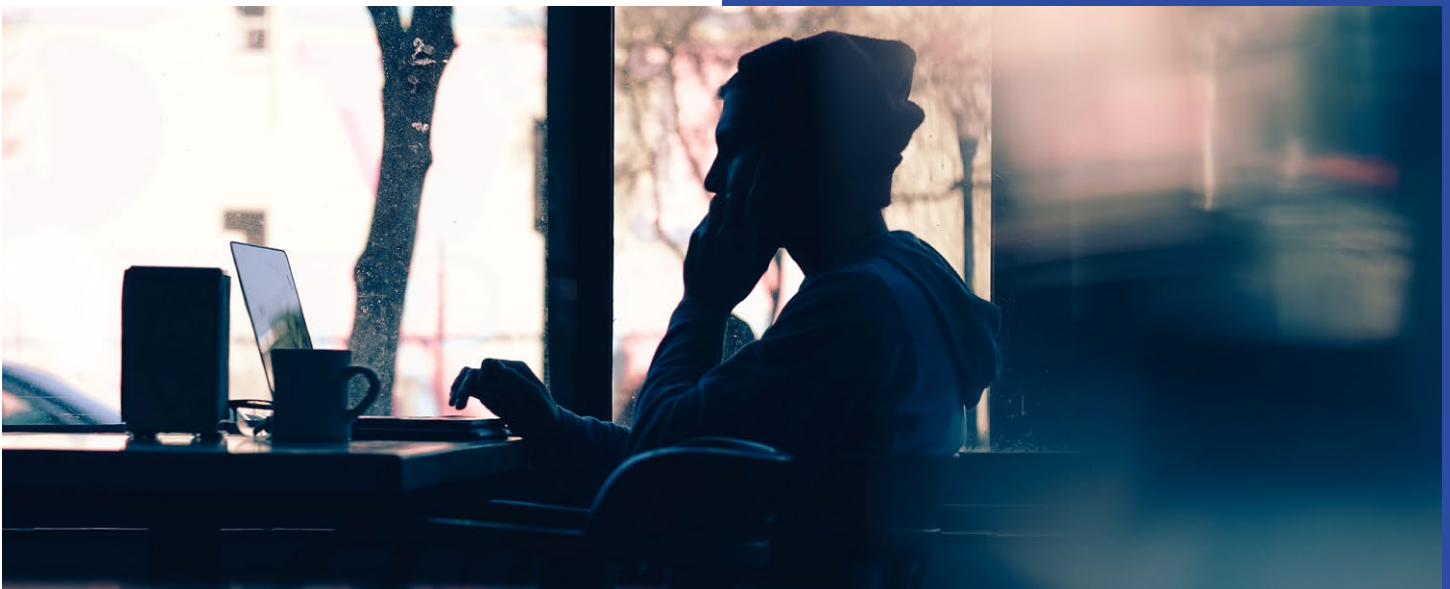
1. Add a one-page website to their domain (called domain parking) that said the domain was for sale.
2. Add the domain name to online marketplaces that promote domain names for sale.

Selling domains this way doesn't get your domains in front of all domain buyers and there is a lot of friction in the process. Potential buyers have to negotiate to purchase domains on websites they aren't familiar with.

Some domain buyers will visit the domain directly to see if it's for sale, but not all buyers think about doing this. As soon as they see the domain is registered they move on to an alternative. They are unlikely to visit the parked page or search for a domain at a domain marketplace.

End users who want to buy a domain that is parked have to contact the owner directly through the parked page. However, this can lead to a lengthy negotiation process as the buyer and seller need to establish trust and use an escrow service to complete the deal. Time zones and languages differences can also present difficulties in the negotiation process.

Business owners and entrepreneurs have a lot of work to do to manage in their day-to-day. Haggling over a domain name and going back and forth on endless negotiations shouldn't be one of their priorities. Completing a transaction for a domain name that is already owned should be as easy as one that is not already registered. The good news is that this can easily be done through a domain registrar like GoDaddy: check the price of the domain(s), add it to the cart, and checkout.

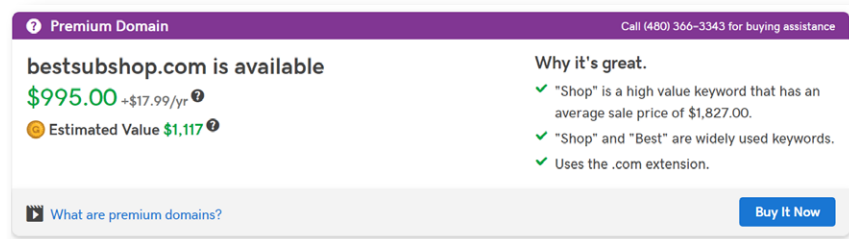


Getting Your Domains In Front of Buyers

GoDaddy offers systems to make sure buyers know your domain names are for sale and easily purchase them through a trusted intermediary, just like they would if the domains weren't registered.

Consider Susan, an entrepreneur who is opening a sandwich shop and needs a domain to brand her business. She settles on BestSubShop.com, but the domain name is already registered. If the domain isn't listed for sale through GoDaddy's tools, then when Susan tries to register BestSubShop.com she will get a message that the domain isn't available and suggestions for another domain she might use.

But if the domain is listed for sale with GoDaddy, Susan will see this:



A screenshot of a GoDaddy Premium Domain listing for **bestsubshop.com**. The listing shows the domain is available for \$995.00, with a note that it's a high value keyword. It also lists the estimated value as \$1,117. The listing includes a 'Buy It Now' button and a link to 'What are premium domains?'.

Premium Domain Call (480) 366-3343 for buying assistance

bestsubshop.com is available

\$995.00 +\$17.99/yr ⓘ

Estimated Value **\$1,117** ⓘ

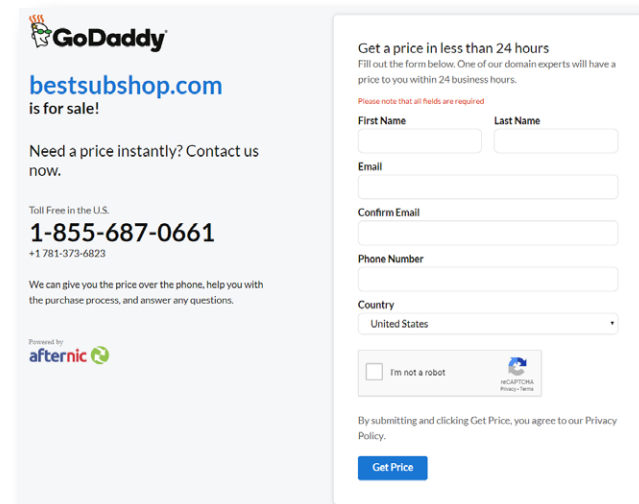
Why it's great.

- ✓ "Shop" is a high value keyword that has an average sale price of \$1,827.00.
- ✓ "Shop" and "Best" are widely used keywords.
- ✓ Uses the .com extension.

[What are premium domains?](#) [Buy It Now](#)

The example above, bestsubshop.com, is an actual domain listed with GoDaddy's Afternic service, explained later. In short, Susan can add the domain to the cart, buy it, and make it hers within minutes, just like registering a regular domain.

If Susan had typed the domain in her browser she would have seen this:



A screenshot of the GoDaddy website showing the 'bestsubshop.com is for sale!' message. The page includes a toll-free number (1-855-687-0661) and a form to get a price in less than 24 hours. The form fields include First Name, Last Name, Email, Confirm Email, Phone Number, and Country (United States). There is also a checkbox for 'I'm not a robot' and a 'Get Price' button.

GoDaddy

bestsubshop.com is for sale!

Need a price instantly? Contact us now.

Toll Free in the U.S.
1-855-687-0661
+1 781-373-6823

We can give you the price over the phone, help you with the purchase process, and answer any questions.

Powered by **afternic**

Get a price in less than 24 hours
Fill out the form below. One of our domain experts will have a price to you within 24 business hours.
Please note that all fields are required


First Name Last Name

Email

Confirm Email

Phone Number

Country

☐ I'm not a robot 

By submitting and clicking Get Price, you agree to our [Privacy Policy](#).

[Get Price](#)

Here, Susan can fill out the form or call the toll-free number to inquire about buying the domain name. This is great for both Susan and the domain owner as she will have someone negotiating directly with the domain owner on her behalf, allowing her to focus on her business priorities, and getting the domain of her interest.

Pricing Your Domains

Before we get into the details on how to list your domain names for sale, let's take a step back and talk about domain pricing. While as domain owners, we want our names to be the next Casino.com (\$5.5 million) or Toys.com (\$5.1 million); realistically, only a small fraction of domain names sell for such amounts.

Most domain buyers are solopreneurs, side hustlers, or small business owners; just like Susan who is trying to get her sub shop off the ground. The vast majority of domain buyers don't have huge budgets.

The range of the average domains selling on Afternic is between \$2,000 and \$5,000. These are amounts that can generally be charged to a credit card without much consideration and won't break the bank.

Clearly, this doesn't mean that all domains should be priced below \$5,000. But it is important to consider who is likely to buy your domain when setting the prices.

One guide to help you set prices is GoDaddy's [GoValue](#), an automated domain appraiser. Just type in a domain to get an instant valuation. Here's an example:

SandwichShop.com

Estimated Value: **\$6,435**

Is this your domain? If so, you have some options.

[Renew](#) [Protect](#) [Sell](#)

Bummer. Someone owns this domain. Still want it?
[Here's what you do.](#)

Why this is valuable

- ✓ **Comparable domains sold:**

sandwichshops.com	\$4,300
sandwichstore.com	\$1,000
bakingshop.com	\$3,750

[See more](#)
- ✓ **Valuable keywords:** sandwich and shop are high value keywords with an average sale price of \$2062 and \$1827.
- ✓ **Popular keyword:** shop is a widely used keyword.
- ✓ **Memorable:** sandwichshop.com is easy to remember.



Pricing Your Domains

(continued)

Automated appraisals are controversial. Some people disagree with the values shown. It's important to use GoValue as a *guide* to how you should price your domains, not the definitive value. One way to do this is to look at the other data provided with the appraisal, especially the comparable domains sold.

More Comparable Domains Sold ⓘ

plantershop.com	Sold for \$4,000
fudgeshop.com	Sold for \$3,630
soapshop.com	Sold for \$2,800
graffitishop.com	Sold for \$6,000
bakeryshop.com	Sold for \$2,000
flavourshop.com	Sold for \$1,195

In this example, GoDaddy displays the sales price of other domain names with the keyword shop and similar ones to “sandwich” that will help sellers guide their pricing.

Other factors to consider include:

- Other domain extensions. If you own the .com extension and people have also registered the .net and .org, that's a sign that there's demand for your domain name.
- Length of the domain. Shorter domains tend to sell for more. In fact, the average sale price of domain names drops continuously as domains go from four characters to 16 characters in length.
- Popular keywords. These depend on the market and other factors. Keywords that cost a lot to advertise on Google AdWords or get a lot of searches generally add value to a domain name.

Pricing Your Domains

(continued)

Another common question is if it makes sense to set a fixed “Buy Now” price on a domain name. Some domain owners interested in selling their domains worry about setting a price that’s too low. What if you set a price of \$3,000 and a company with deep pockets that was willing to pay 10x buys it?

While this could happen, it’s very rare. As a seller, you might want to leave some domains unpriced; but pricing your domains gets them in front of more people, as you’ll see in the sections below. One of the first things that buyers in general want to know is if they can afford what they want. This is not different in the domain world. The typical domain buyer doesn’t want to negotiate. They want to buy a domain quickly with as little effort as possible. That’s only possible with fixed prices.

BUY NOW:

This refers to a domain name that has a fixed price. People can instantly buy the domain at the “buy now” price.



Curious how valuable your domains are?
[Try GoDaddy’s appraisal tool.](#)

GoDaddy's Domain Seller Tools

OK, Ready to sell your domain names? Then it's time to sign up to sell your domains through GoDaddy!

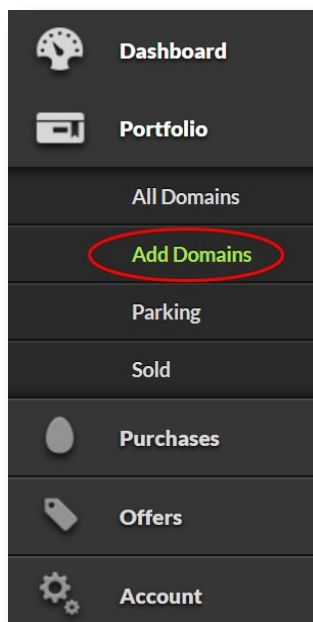
In this section, you'll learn about Afternic, a domain sales platform owned by GoDaddy, as well as Domain Listing Service.

Afternic

It all starts with Afternic. Afternic is a marketplace and distributed domain listing service with over 14 million domains for sale.

The magic is in Afternic's reach. When you list domains for sale on Afternic they don't just show up on one marketplace. They also show up on 32 domain name sites (such as domain registrars) and reach 25 million domain buyers each month. And if you opt into the Premium Network, your listed domains will be available on over 100 of the world's largest registrars, hosting companies, and domain marketplaces reaching more than 75 million searches every month!

To get started, go to [Afternic.com](https://afternic.com) and create an account. Once logged in you will see an account dashboard. View the navigation on the left. Scroll over to "Portfolio" and then click "Add Domains":



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

Enter domain name(s):

- ✕ MyAwesomeDomain123.com
- ✕ SomeoneWillBuyThisDomain.com
- ✕ WowWhatADomainName.com

Enter up to 50 domain names

GoDaddy's Domain Seller Tools (continued)

The next page lets you set pricing for your domain names:

		Price		
Domain Name	Fast-transfer	Buy Now	Floor	Minimum
<input type="checkbox"/> APPLY TO SELECTED		\$ buy now	\$ floor	\$ minimum
<input type="checkbox"/> MyAwesomeDomain...	Eligible	\$ buy now*	\$ floor	\$ 20.00*
<input type="checkbox"/> SomeoneWillBuyThis...	Eligible	\$ buy now*	\$ floor	\$ 20.00*
<input type="checkbox"/> WowWhatADomain...	Eligible	\$ buy now*	\$ floor	\$ 20.00*

[Submit Domains](#)

You'll notice that you can set up to three prices.

- Buy Now - fixed price option. If you set this fixed price then someone can buy the domain without negotiation.
- Floor - the minimum price at which you will sell the domain. This allows GoDaddy's domain sales agents to negotiate on your behalf.
- Minimum - the minimum amount someone can offer for your domain.

Let's say you have a Buy Now price of \$5,000, a floor of \$3,000, and a minimum offer of \$1,000. Your domain will be listed with a \$5,000 price. If someone wants to negotiate, 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 because GoDaddy makes a commission on the sale.

GoDaddy's Domain Seller Tools (continued)

You don't have to set any prices up front if you don't want to. If Afternic receives an inquiry on your domain name then they will ask you to set a price.

However, there's a big benefit to setting Buy Now prices on your domain names. Setting a fixed price on domain names that are registered at partner registrars allows you to opt-into Fast Transfer.

Domains opted into Fast Transfer get the broadest exposure at partner sites through the Premium Network. Customers can search for the domain, add it to their cart, purchase it and get it in their account almost instantaneously. The seller doesn't have to lift a finger either; just wait for the payment to arrive! This significantly increases the chances that your domain name will sell.

To participate in Fast Transfer, look for an email from your participating registrar (this is where you registered your domain, such as GoDaddy) asking you to confirm your participation in the program after you add the domain to Afternic. Here is a list of participating registrars: <https://www.afternic.com/domain-reseller-network>

Afternic also gives the option to park your domain name. Domain parking means pointing the domain to a page with information about the domain and relevant ads. By parking your domain name with Afternic, people who type your domain name into a web browser will see a message that the domain name is for sale and can inquire about buying it. And as a domain owner, you can also earn money when someone clicks on the ads on your page.

FAST TRANSFER:

By using Fast Transfer, end users can buy your domains just like they register available domain names. The domain will automatically be transferred to their account upon purchase.

To point your names to Parking just update your nameservers to **ns1.afternic.com** and **ns2.afternic.com**

To point your domains to direct For Sale Landers just update your nameserver to **ns3.afternic.com** and **ns4.afternic.com**



GoDaddy's Domain Seller Tools (continued)

Domain Listing Service (DLS)

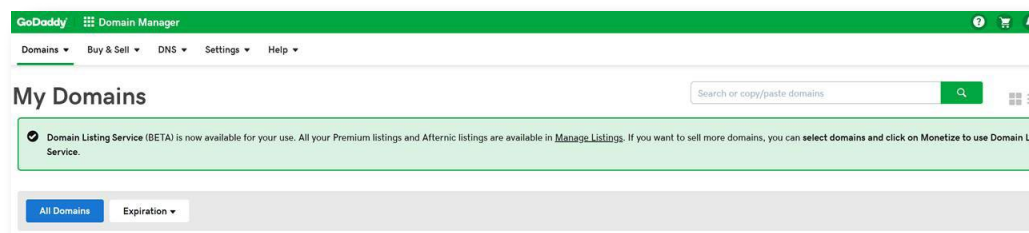
If you register your domain names at GoDaddy, you can connect your Afternic account to your GoDaddy account and list/manage your domains for sale directly from your GoDaddy account. This makes listing domains for sale much easier. Here are some benefits of using Domain Listing Service:

- Your domains are immediately listed for sale on GoDaddy.com and also listed in Afternic immediately, unless there is a registrar lock on the domain.
- Easily select domains within your account to list
- No need to log into other websites to list domains for sale

If you have domains registered at other registrars, you can continue to list them for sale through Afternic.com.

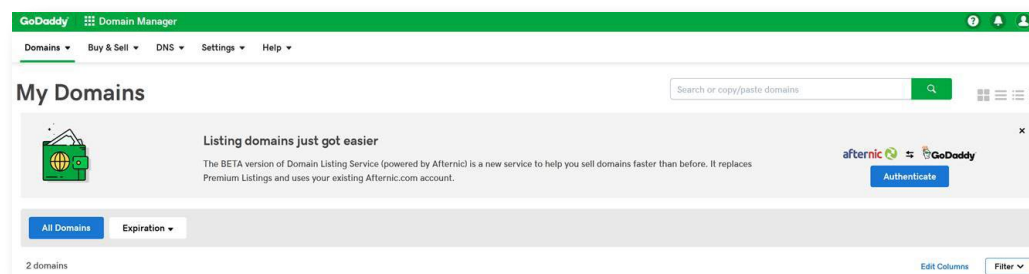
Setting up Domain Listing Service

Domain Listing Service is currently available as part of a beta. To opt-in to the beta, click on “My Products” in your GoDaddy account and then select “Manage All” under the domains tab.



Then, from the “Buy & Sell” tab, select “Domain Listing Service”.


You will see an option to connect your GoDaddy account with Afternic. This is necessary to use Domain Listing Service.



GoDaddy's Domain Seller Tools (continued)

Click the “Authenticate” button and enter your Afternic login details to connect.

Please authenticate using your existing Afternic.com account to use this new domain listing experience


Username *


Password * [Forgot password?](#)

Authenticate

By clicking on “Authenticate”, you agree to our [Terms and Conditions](#), and you opt in to our **Fast Transfer process** for all existing Premium listings and existing listings at Afternic.
[What happens when you Authenticate?](#)

Why list with Domain Listing Service?

- 1 Merge Premium listings with Afternic listings
- 2 Fast Domain Transfer Process
- 3 Mobile optimized For-Sale Page
- 4 Connected to 100+ Reseller sites



Connecting to Afternic is a one-time process. Now you just need to add your domains.

Select the checkbox next to the domains you want to add. Then select the “Monetize” dropdown and click the Domain Listing Service link.

Renew ▾	Settings ▾	DNS ▾	Ownership ▾	Forward ▾	Monetize ▴	Export	More ▾
<input checked="" type="checkbox"/>	Domain Name ▴	Domain Listing Service BETA Powered by Afternic					
1	exampledomaina.com	...	Active	2/19/2020			

GoDaddy's Domain Seller Tools (continued)

You will see your domain name, an estimated value and two pricing fields.

The estimated value is based on GoDaddy's automated valuation system. As noted above, you can use this as a guide, but can list any price up to \$100,000 for your domain as the list price (the same as "Buy Now" on Afternic) for them to be included in the Fast Transfer network. Keep in mind that the sweet spot is under \$5,000.

Set domain prices

1 of 1 domain listings displayed [Why list here?](#)

Domain name	Estimated value	List price (USD) How much do you want to sell it for?	Floor Price (USD) (optional)
exampledomaina.com	\$444	\$ 444	\$ Not set

[Cancel](#) [Next](#)

A floor price is optional but beneficial. This allows GoDaddy's brokers to negotiate on your behalf if someone inquires about the domain name.

After you click next you'll have the opportunity to add a for-sale page to your domain name. This will add a landing page with the GoDaddy domain broker phone number and a form that interested buyers can fill out to inquire about your domain. It will not contain ads like the Afternic parked pages.

These for-sale pages work very well. 40%-60% of sales leads for a domain can come from these pages. They ensure that end-users know your domain is for sale regardless of which method they look for it: searching for the domain at a domain registrar or typing the domain name into their web browser.

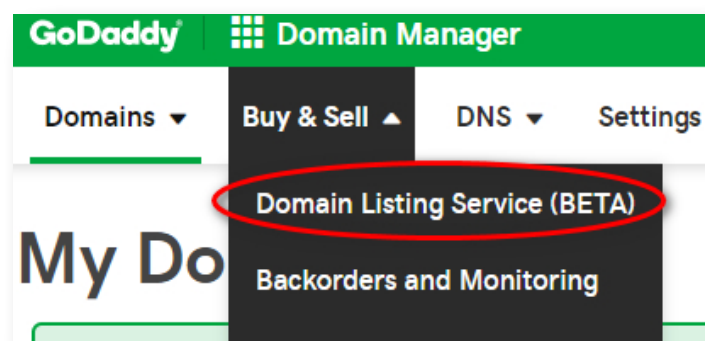
Having a landing page with a phone number is key. If someone fills out the form, a GoDaddy broker will get in touch with them within 48 hours. This is very valuable; stats show that getting someone on the phone increases sales conversion by 300%!

After selecting whether you want to point the domain to a for-sale message, click the button to submit your domains.

GoDaddy's Domain Seller Tools (continued)

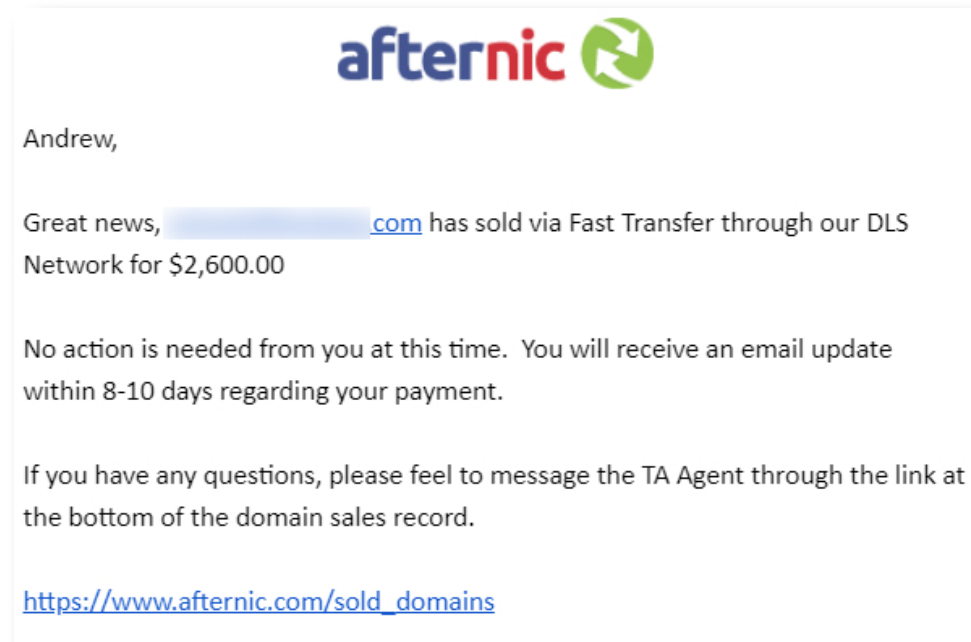
Any price you enter in Domain Listing Service will override prices you may have entered for a domain previously on [Afternic.com](https://www.afternic.com).

If you need to edit your listings through Domain Listing Service, go to the “Buy & Sell” menu and select Domain Listing Service.



Your Domain Sold!

Now that your domains are listed for sale on Afternic, all you need to do is sit back and wait for them to sell. Even the best domain portfolios that are priced correctly don't sell overnight, so you need to be patient. Hang tight and you'll get an email like this:



If you set a Buy Now price on your domain and it sells through a Fast Transfer partner, the domain will automatically transfer to the buyer. In other cases, you might need to work with a GoDaddy transfer agent to transfer the domain to the new owner.

Afternic charges a 20% commission (\$15 minimum) on sales \$5,000 and less, \$1,000 + 15% of the amount over \$5,000, and \$4,000+ 10% of the amount over \$25,000.





TAKE THE FIRST STEP

Ready to take the first step to sell your domain names? There's no reason to delay. I talk to lots of people who tell me they wish they would have started selling their domains through GoDaddy earlier.

Even professional domain name investors are surprised by the results. [Listen to this interview](#) with a domain investor who instantly boosted his sales by adding his domains to GoDaddy's domain sales platform.

Before you know it, you'll understand the feeling you get when you receive an email that starts with "Congrats, your domain has sold!"