Afternic is the world's largest domain marketplace. Part of Afternic is the DLS system, which is similar to MLS in real estate, domains are listed throughout an entire network including the world's largest registrars around the globe. This gives the largest exposure of your domains to the end users that would be the perfect fit for your domains.

3 Easy Tips to Increase Sales

By following these 3 Easy Steps to Increase Sales you are maximizing your Sales Revenue while ensuring there are no missed opportunities. While each portfolio has a unique Sales Velocity and Average Sales Price (ASP) you will see an increase in revenue as you take each step until you are able to achieve the full potential of your domains.

**TIP 1**

**List at Afternic Sell Everywhere**

In order to maximize sales your domains need to be in front of buyers. Listing with Afternic will place your domains in front of millions of end users through over 120+ partner resellers, including 18 of the top 20 registrars. Buyers across the globe that go to GoDaddy, Network Solutions, HiChina, etc will be able to make immediate purchase of your names.

**TIP 2**

**Price your Names**

Domains valued under $10,000 are often impulse buys. Pricing your names allows buyers to make an immediate decision on purchasing. This allows you to capitalize on getting the best sales velocity, as names displayed without a price drop the sale rate by over 65%. Pricing your names also is necessary to qualify for Fast-transfer.

**TIP 3**

**Place For Sale Banner on Domain Landing Page, listing phone number and linking to Afternic Sales Team (Sales Accelerator)**

As much as 40-60% of your domain sales could come from leads received through your domain lander. We have a sales team that is available 24/7 ready to engage buyers and close sales. Engaging with a buyer on the phone increases the close rate 300% over just email/web interactions.

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**For Sale Banner**

The domain owner places a For Sale link on the top of their domain. The text includes the 24/7 sale phone number as well as a Lead Form which goes to the expert sales team.

**Why use the Afternic Sales Team:**

- • Connect your inquiries with our on-demand sales team
- • Experienced brokers – securing domain sales from hundreds to millions of dollars
- • 24/7 Phone and Email Responses
- • Brokers contact buyers at least 4 times in the first 48 hours of inquiry by phone and/or email
- • Best-in-class marketing automation system and sales workflow to continuously engage with buyers

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**Standard Year Over Year Sales Velocity Sample**

<table>
<thead>
<tr>
<th></th>
<th>Standard Network</th>
<th>Premium Network</th>
<th>Premium Network with For Sale Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>0.25% to 0.35%</strong></td>
<td>0.40% to 0.50%</td>
<td>0.80% to 1.00%</td>
<td></td>
</tr>
</tbody>
</table>

* Varies based off of inventory quality. Sale through rate can decrease as ASP increases so each portfolio needs to find the right ASP to achieve maximum revenue.
How to List Your Domains in Bulk

**Step 1.** Create Afternic account at Afternic.com.

**Step 2.** Select “List Domains” on the home page.

**Step 3.** Download the Blank Template. Follow the Instructions in Step two, then upload the Spreadsheet. In Column K, make sure to place the Listing Status as 3 for active status.

**Step 4.** You can then view the domains under: Portfolio / All Domains (or you can download them from the same area as Step 3 above by selecting “Current Listings”)

**Step 5.** If listed within the Premium Network you will receive an email from Afternic first letting you know that the domains are being sent to be opted in for fast-transfer. Your registrar will then send an email to the Registrant email on record for the domains, asking for permission to be opted in, follow the instructions from them.

Standard vs. Premium Network

- **Standard Network** (manual transfer) requires the seller to provide the authorization code to Afternic transaction manager, and then for it to be given to the buyer. Due to the required manual intervention at time of sale, less resellers accept manual transfer domain names (still over 25 million searches monthly and over 30 resellers).

- **Premium Network** (fast transfer) enables the domain to instantly transfer ownership when a domain name sells. For example, a domain name sells at Network Solutions, and the domain automatically transfers from GoDaddy without you having to take any action. Fast-transfer domain names have the greatest exposure (over 75 million searches monthly and over 100 resellers). This is the least effort on your part when the domain sells.

Premium Promotion Requirements:

- The domain must be registered with a participating registrar (GoDaddy is one)
- Domain cannot be expiring within 30 days (or already expired)
- Domain cannot have transfer lock on it
- Supported TLD: .com, info, .net, biz, org and .pw
- Pass minimum required integrity checks on Afternic
- Domain name must have Buy Now Price between $50 and $25,000

How to Set Up the For Sale Banner

To join the Sales Acceleration program, your domain name must be listed for sale in Afternic. Then you can either point your domains to Afternic’s nameservers or place the for sale banner on your own parked page.

**OPTION 1**

To Park with Afternic and have the banner, use the following Nameservers:

- **Primary Nameserver:** NS1.AFTERNIC.COM
- **Secondary Nameserver:** NS2.AFTERNIC.COM

**OPTION 2**

To place your own banner on your parked page, use the following text and link:

- **Banner Text:**
  This domain is available for sale. To purchase, call Afternic at +1 781-314-9607 or 844-886-1722. Click here to inquire.

- **Banner Link:**