

Domain Name Sales

Optimize the Value of Your Domain Portfolio



The growth of domain portfolios and their associated costs are a real concern for many corporations. Revising domain management strategies, including paring back portfolios and perhaps even selling domain assets that are not being utilized, is now a regular point of consideration.

Domain name resales continue to grow, now exceeding \$500 million a year. The market for short, generic, and memorable domains is especially active. Companies have found that they can generate funds from the sale of their excess domain names to cover costs for new registrations, policy programs, or domain name recovery.

✓ **Comprehensive Management of Domain Name Sales**

- Assessing the value of domain names and making educated portfolio strategy decisions can be complex, and organizations may not have the experience and context they need to decide which domain names to keep and which to sell.
- Markmonitor can help you create a domain name sales strategy by identifying your highest-potential domains and helping you market and sell them to motivated buyers in target markets.

✓ **Secure the Right Buyer at the Right Price**

- We employ a deliberate strategy to ensure companies achieve maximum return from domain sales. Our specialists provide market analysis, comparable domain sales, and no obligation sales assessments. Then, they identify and negotiate with prospective buyers, leveraging extensive knowledge of specific industries.



✓ **Maximize Value From Your Domain Name Sales**

Domain name sales can be time-consuming and confusing, and the complicated market requires expertise to ensure domain names are not undervalued. Markmonitor helps companies get the most from the sale of their domain names, maximizing sale prices and managing every detail.

- **No-Obligation Assessment:** Let us analyze your domain portfolio to identify sales opportunities and potential risks for your domain sales.
- **Proven Methodology:** Our domain experts apply a strategic, structured process to help you secure the right buyer and the right price.
- **Unmatched Industry Expertise:** Our domain brokering team has more than fifty years of domain name procurement and sales experience we put to work on your behalf.

✓ **Protecting Revenue and Reputations**

- As the registrar for many of the world's most trafficked domain names, Markmonitor provides advanced technology and specialized knowledge that protects the revenues and reputations of the world's leading brands.
- Customers choose us for our unique combination of strategic insight, advanced technology, and extensive industry relationships to preserve their marketing investments, revenues and customer trust.

✓ **Benefit From End-to-End Management of The Sale**

- We manage every step of the sale of your valuable domain names: marketing and promotion, researching and contacting prospective buyers, coordinating all inquiries and offers, and managing escrow, domain transfers, and payments.
- The full-service management of your sale frees you from time-consuming research and listing management, and our proven experience in domain name sales ensures you navigate the negotiation and sale process with accuracy and speed.

✓ **Our Team of Domain Experts Do The Work For You**

- The Markmonitor team of domain experts collectively has more than 50+ years of experience buying and selling corporate domain names, across industries and through a range of market conditions.
- The team has brokered nearly \$200M in domain name transactions on behalf of clients. Each member of our team is deeply experienced in developing strategies to maximize value.

Contact Our Experts Today: DomainServices@markmonitor.com or [markmonitor.com](https://www.markmonitor.com)