

# Mastering the Resale Market

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# Step One – KNOW YOUR NAME

- Take an OBJECTIVE look at your domain
- Know its strengths
  - Direct Navigation Traffic
  - SEO Value
  - Brand Appeal
  - Comparative Sales (DnJournal.com or DnSalePrice.com)
  - Are other TLDs available for SLD?
  - Know your target price and minimum price



# Step TWO – Prepare domain for market

- Prepare a SPEC sheet on each domain that you can give to prospective buyers
- Make sure all available TLDS are gathered to bundle with sale
- Register the TWITTER and FACEBOOK version of the domain if available, to bundle with sale



# Step THREE – Ask WHO would benefit from using this domain

- Who would benefit from the targeted traffic gain from your domain?
- Who would save advertisement costs?
- Who would gain in market credibility?
- Who would be interested in the revenue that the domain generates?



# Step FOUR – Find Prospective BUYERS

- To see who is paying for advertisements – use SPYFU, GOOGLE, etc...
- Use HOOVERS, TheList, and WIKIPEDIA for a list of companies in the industries/businesses that you target
- Seek out Registrants using alternative versions of the KEYWORD in your domain (variations in SLD and/or TLD)



# Step FIVE – Contact prospective BUYERS

- Research Buyer on GOOGLE for **RED FLAGS**
- Call prospective BUYER FIRST- email SECOND
- If Calling Corporation
  - Target HIGH, get referred down through organization
  - Contact CEO, CMO, Brand Managers, Business Development, Marketing Managers, Legal Department.
- Have elevator pitch, ask for permission to send info and follow-up



# Step SIX - Negotiating Price - BUYERS

- Be confident in your asking price, and reasons you believe it is worth it
- If you targeted the right BUYER you should have valid reasons for the asking price
- Be prepared to walk away if offer is too low. Don't show weakness in your asking price
- Keep prospective BUYERS informed if you are considering a higher offer
- If PRICE is issue, consider financing options



# LASTLY, Sometimes Buyers find you

- Where do buyers buy names?
  - New Registrations
  - Aftermarket
    - Backorder/Expired Drop Domain Services
    - Live Domain Auctions
    - Online Sales Platforms
    - Listing Services
    - Broker
    - Direct From Seller

