



# Introduction to the NameMedia Domain Marketplace for Registrars





# World Class Registrar Partners

Network**Solutions**.

**register**.com®  
grow your business online. handholding included.

A cartoon character with a star on its forehead and glasses.  
**Go Daddy**.COM  
Make a .com  
name with us!®

A blue feather.  
**moniker**.com

**enom**  a power icon.  
© powering the domain name industry

**BulkRegister**®  
A red swoosh underline.

**WILD★WEST**  
**DOMAINS**®




LOG IN  
[Control Panel](#)



SHOPPING CART  
[View Your Cart](#)

- Home
- Find Domains
- Specials
- Registration and Web Hosting
- Business Resources
- Help



## Memorable. Marketable.

The best performing domains for your business

Find Your Domain:



Separate each keyword with a comma (e.g., flower, floral, florist, etc.)

### Introducing **BDSelect**

A consulting service for buyers with the budget to obtain the highest-impact domains. Call **866-822-9073**. Outside the U.S. call 781-839-7901

Service Available M-F, 8 AM - 6 PM, EST, or [use our form to submit your contact information](#)

### What a High-Value Domain Does For You


According to a recent AllBusiness.com survey of small business owners:

- 61% feel the Internet has opened up new markets
- 57% say it has lowered the cost of doing business

High-value domains are memorable and marketable, driving customers and revenues for your business

### Popular Domain Categories

<a href="#">Real Estate</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Health &amp; Medicine</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Home &amp; Garden</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Business</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Finance</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Music</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Two characters</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Three characters</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">Four characters</a>	<a href="#">Take a Look &gt;&gt;</a>
<a href="#">More categories</a>	<a href="#">Take a Look &gt;&gt;</a>



## LOCATION LOCATION LOCATION

**Location, Location, Location.**

True in Real Estate.  
True in domains.

Selecting a high-performance domain is your first step in attracting customers. Invest wisely.

### Sign Up for the BuyDomains Newsletter

Our free newsletter keeps you up to date on domain specials, business news and tips, and showcases business success stories and advice from successful entrepreneurs.

From **CONCEPT** To **CUSTOMER**

- Largest Dealer of Aftermarket Domain Names in the World (700,000)
- 300,000 Small Business Customers

# Afternic MarketPlace



**AFTERNIC** get the name you want™

Home | Bazaar | Join | Buy | Sell | My Afternic | Escrow | Appraisals | About Us | Forums | Help

Search  in All categories  [Advanced](#)

**MY AFTERNIC**

Username:  [» Register](#)  
[» Lost Password?](#)

Password:

**Categories**

- Acronyms
- Advertising, Sales & Marketing
- Auto
- Business
- Consumer Goods & Services
- Education
- Entertainment & Leisure
- Events
- Health
- IDNs
- Internet
- Non-English

**BUY AND SELL PREMIUM DOMAIN NAMES!**

*Works like a Domain Name Auction but Domains remain listed until they are sold!*

**THEMED PROMOTIONAL NAMES**

*This month, Winter Sports / Recreation themed names!*

[» View the names!](#)

**SELL YOUR DOMAINS WITH AFTERNIC**

- » Bulk listing & editing tools
- » No exclusive listing requirement
- » IDNs Supported

[» Learn more about Afternic's Sellers benefits](#)

**Featured Listings** [» all home featured](#)

NAME	MIN. OFFER	ASKING
newspoint.mobi	250	-
Tourists.net	6,995	16,995
allimagination.com	15,000	20,000
PuntosDelInteres.com	25,000	-
eFashion.tv	100	-
worldsearch.com	250,000	500,000

**Closing Soon** [» all closing soon](#)

NAME	LAST OFFER	TIME LEFT
digispace.net	200	8h 54m
ichewy.com	300	1d 0h
canmorehomes.com	970	1d 0h
MySite.cc	195	1d 9h
ces.mobi	3,000	1d 11h
99s.mobi	90	3d 11h

- Over 2 million names available for purchase
- World's leading domain marketplace

## Partnering with BuyDomains and Afternic

- BuyDomains has the World's Leading Domain AfterMarket Sales Team
  - 17 Dedicated Salespeople
  - Leading volume seller in the world (DNJournal)
- Afternic has the World's Leading Domain Marketplace
  - The highest domain sales closing percentage in the world
  - Additional opportunities to share revenue based on assisted offers, membership fees and other fee based services

# Leading Industry Trade Journal Agrees- BuyDomains and Afternic are on the move!

TRAFFIC  
simply

**DN Journal**  
The Domain Industry News Magazine



Home	Featured in Wall Street Journal • Newsweek • USA Today • New York Times • MSNBC • Boston Herald • Montreal Gazette			
Domain Sales	Latest News	Articles	Dear Domey	Resources
YTD Sales Charts	The Lowdown	Legal Matters	Letters to Editor	Classified Ads
DNJ Newsletter				



- Other features include:
- Portfolio Mngr.
  - IDN Converter
  - Typo Generator
  - Track Auctions
  - Watch Domains
  - Send bulk offers



## Half Million Dollar Sale of AntiSpyware.com Closes 2006 on a High Note

Our Year-To-Date Top 100 Chart is now final. Two new members slipped onto the elite list in the closing week of 2006. One of those, **AntiSpyware.com**, ranks as one of the biggest sales of the year after going for **\$550,000** at **Afternic.com**. That ties **Macau.com** for the 6th highest sale reported in 2006.

**YG.com** also joins the Top 100 after going for **\$95,000** in a private sale made by **Scotland's Terry Healy**. That tied **Credits.com** for the 77th position. Here is a look at how all of the year's top sellers stacked up:



## DNJournal 10 Oct 2006

- *“**BuyDomains.com**, a company that enjoyed a sensational week, racked up three of the top four sales and eight of the **Top 20** overall - more than any other venue. **We've always known BuyDomains** was a major force in the domain aftermarket, but we didn't realize just **how well** they were performing until they joined our elite list of contributing venues last week. After a very impressive debut outing, they returned this week with a remarkable parade of more than 100 notable sales. This is clearly a company that is clicking on all cylinders.”*

## DNJournal 3 October 2006

- [BuyDomains.com](http://BuyDomains.com) was the only other venue with multiple entries, scoring with #13 **Geni.com (\$10,000)** and #16 **CustomWeddings.com (\$8,000)**. We are very pleased that BuyDomains has agreed to start contributing to our weekly report. They have long been one of the most important sales venues in the industry and having them represented here will provide a much more accurate picture of just how broad and vibrant the current domain market is.
- That will be especially evident when you get past the Top 20 and see the dozens of solid four-figure sales that BuyDomains transacts each week. Their target market is **small business** and they strive to keep prices affordable for that key sector. The vast majority of their sales, by design, fall between **\$1,000-\$10,000**. They let a lot of attractive domains go at the lower end of that range and seeing real examples of such reasonable pricing illustrates why they have been such an enduring favorite with domain buyers.



## DNJournal 6 Dec 2006

- BuyDomains is one of the most focused companies in the industry. Their goal is to make small businesses all over the world aware of the value provided by good domain names and let them know where they can find them. They do that by taking the domain story directly to businesses through ads in newspapers and magazines like the **Wall Street Journal**, **Start Up** and **Inc Online**. Their strategy is obviously working. In addition to all of the sales above, they booked nearly 200 additional .com sales this week ranging from just under **\$2,000** all the way down to **\$550** for **HockeyScoreboard.com** and **\$575** for **SeminarBusiness.com**.



# Name.com Integration

Name.com - Domain registration and digital brand management - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Shopping My Yahoo! Answers Games

Address <http://www.name.com/>

Search Web

usa: 720-249-2374 | usa: 202-787-1972  
uk: +44 2070-787470 | canada: 604-628-0251  
support@name.com

**name.com**

[Home](#) [Whois](#) [Help](#) [Shopping Cart](#) [My Account](#)

[Our Guarantee](#) [Register Your Domain](#) [Choose a Hosting Package](#) [Email](#) [Renew](#) [Transfer](#) [New Customer Sign Up](#)

### Start Your Online Brand

#### 1. Enter Domains

azauto

Up to 20 domains, one per line.

#### 2. Choose Extension(s)

- .com  .net  .org  .ws
- .mobi  .biz  .cn  .us
- .info  .cc  .bz  .tv
- .in  .ag  .sc  .la
- .eu  .am  .fm  .ac
- .io  .sh  .gs  travel
- .tl  .nf  .ki

[select all](#), [unselect all](#)  
[All TLDs](#)

#### 3. Search

[Domain Marketplace](#)

#### Customer Login

Username:

Password:

[Lost Your Password?](#)



**name.com**  
Digital Brand Management

**Digital Brand Management**  
[Register](#) | [Manage](#) | [Report](#)

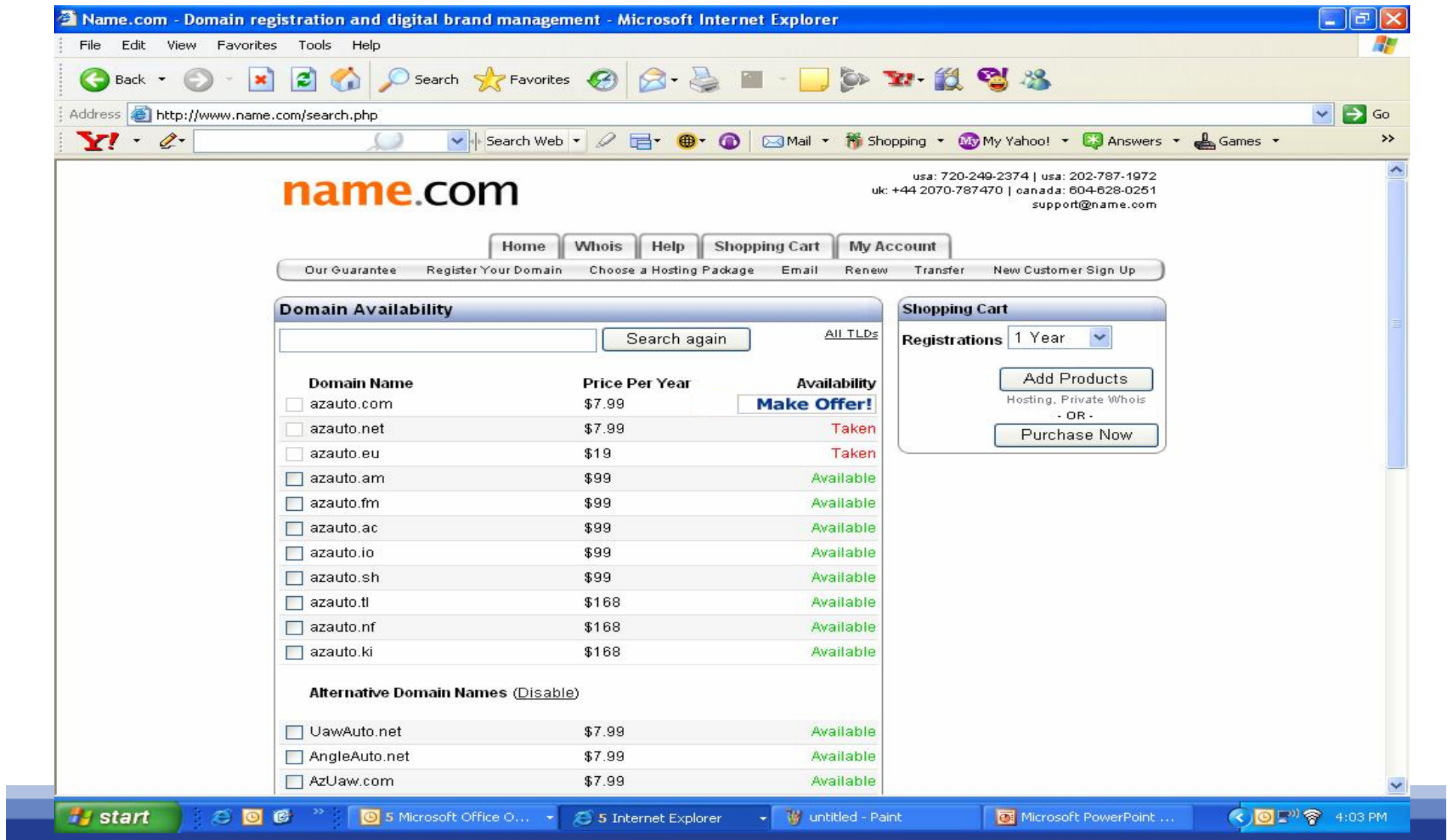
- Unsurpassed Service
- Expertise Worldwide
- Digital Identity Assessment

#### Special Offer:

**.info Special: only \$1.99 per domain!**

**Transfer your .com domain names for \$5.99 now.**

# Search Results Example



The screenshot shows a Microsoft Internet Explorer browser window displaying the Name.com search results page. The address bar shows the URL <http://www.name.com/search.php>. The page content includes the Name.com logo, contact information for USA, UK, and Canada, and navigation links for Home, Whois, Help, Shopping Cart, and My Account. Below these are links for Our Guarantee, Register Your Domain, Choose a Hosting Package, Email, Renew, Transfer, and New Customer Sign Up.

The main content area is divided into two sections: Domain Availability and Shopping Cart.

**Domain Availability**

Search again [All TLDs](#)

Domain Name	Price Per Year	Availability
<input type="checkbox"/> azauto.com	\$7.99	<b>Make Offer!</b>
<input type="checkbox"/> azauto.net	\$7.99	Taken
<input type="checkbox"/> azauto.eu	\$19	Taken
<input type="checkbox"/> azauto.am	\$99	Available
<input type="checkbox"/> azauto.fm	\$99	Available
<input type="checkbox"/> azauto.ac	\$99	Available
<input type="checkbox"/> azauto.io	\$99	Available
<input type="checkbox"/> azauto.sh	\$99	Available
<input type="checkbox"/> azauto.tl	\$168	Available
<input type="checkbox"/> azauto.nf	\$168	Available
<input type="checkbox"/> azauto.ki	\$168	Available

**Alternative Domain Names (Disable)**

<input type="checkbox"/> UawAuto.net	\$7.99	Available
<input type="checkbox"/> AngleAuto.net	\$7.99	Available
<input type="checkbox"/> AzUaw.com	\$7.99	Available

**Shopping Cart**

Registrations: 1 Year

Add Products

Hosting, Private Whois - OR -

Purchase Now

The Windows taskbar at the bottom shows the Start button, taskbar icons for Microsoft Office, Internet Explorer, Paint, and PowerPoint, and a system tray with the time 4:03 PM.



# Questions?

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