Introduction to the NameMedia Domain Marketplace for Registrars
World Class Registrar Partners

NetworkSolutions

register.com

Go Daddy

Moniker

enom

BulkRegister

Wild West Domains
• Largest Dealer of Aftermarket Domain Names in the World (700,000)

• 300,000 Small Business Customers
Afternic MarketPlace

- 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
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:
“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.”
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.
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
Search Results Example
Questions?

Tom Murphy
Business Development, Name Media

[website]

Direct: 781 839-2871
Mobile: 781 561-5022
tmurphy@buydomains.com