

NetNames Acquisitions

If you have lost a domain name through inadvertent means, or you need a name that has been registered by someone else, the NetNames Acquisitions Service can help you to secure the name from the current registrant anonymously.

NetNames will liaise with you to set a budget for the acquisition. Upon successful brokerage, NetNames will manage the entire transfer process of the domain name, including an escrow transfer of funds so that all the hard work put into the negotiations is not wasted on a mishandled transfer.

This service delivers fast results, often at a significantly lower cost than other, more formal routes.

Your unwanted domain names may be an unrealised asset...

Because NetNames is skilled in the negotiation of fair market prices for domain names, the acquisitions team can also assist you with domain name valuations and selling your unwanted domain names. Rather than simply letting domains lapse through lack of renewal, domains can be monetised to generate a return on your previous investment.

With many unwanted domain names realising thousands of pounds and some even running into millions on the secondary market, you may be sitting on an untapped goldmine that can boost your company's revenues.

Do not just think of your domain names as placeholders for your websites, or as extensions to your trademarks – think about their value as company assets too. They could be worth thousands.



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Thousands of domain names are sold on the secondary market every day. To encourage you to think about the value of your organisation's domain names, please see below for examples of domain name sales over the last year:

Domain name	Sold for	Domain name	Sold for
Mind.com	€120,000	One24.com	€11,000
Diningtables.co.uk	\$37,500	Eurorobot.com	£1,200
Autoinsurance.org	\$440,000	Action.com	\$270,000
Shield.com	\$190,000	Hobbies.com	\$297,500
All.biz	\$61,750	Sex.com	\$13,000,000
Curiosity.com	\$25,000	Entre-midi-et-2.com	€27,000
Hirecar.com	\$21,000	Ffx.com	€4,500
Healthynow.com	\$4,900	Partyfood.com	\$11,000

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