

# Domain Investing and Guarding Against Economic Downturn

Learn 7 safeguard strategies to sustain profitable domain investing before, during, and after economic downturn.

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# 1. Always Keep a Cash Reserve

**Cash is the fuel that can make or break a domain investing or development strategy.**

- Establish and set aside a percentage of domain sales to reinvest
  - *Preferably 20-40% of each sale for economic downturn buying or reinvestment*
  - *Or set aside \$50-\$100 for each domain in your portfolio*
- If no domain sales to date, set aside non-domain sale cash
  - *Secondary financial source, Parking, Affiliate, or Advertising revenue*

## 2. Purchase & Renew Multi-Year vs Monthly

*...And Single Year!*

**“Shooting from the hip” can make or break a domain investing or development strategy.**

- **Save 30%+ offsetting domain purchase/renewals with multi-year schedule**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b># of Year(s)</b>	1	2	3	1	2	1	1	2	1	2	3	1
<b># of Domain(s)</b>	35	51	100	15	62	23	13	78	11	58	100	29

## 2. Purchase & Renew Multi-Year vs Monthly

...And Single Year!

**“Shooting from the hip” can make or break a domain investing or development strategy.**

- **Save 40%+ when paying 3 or more years plans/services:**
  - Inquire about promo or bulk domain purchasing/renewals with your preferred domain registrar
  - Web and Email Hosting, and SSL Certificate (or use [LetsEncrypt.org](https://letsencrypt.org) - **FREE**) Services
  - Privacy Services (or do business with Domain Registrar offering free service)
- **Save 25%+ when paying annually when using industry tools**
  - **Tools to consider: Efty, Paid Forums, NameBio, DomainIQ, etc.**

## 3. Alternative payment methods on the rise

**Offering payment plans can make or break a domain investing or development strategy.**

- Payment plans reduce risk of cash outlay, and increases the likelihood of reaching purchase agreement with greater sales amount
- From 2018 to 2019, **Dan.com's** revenue derived from recurring installments and domain rentals/leasing increased to **14%** (Source: [TLDInvestors.com](https://www.tldinvestors.com))
  - **Prediction: Dan.com to realize a 20%+ increase in recurring installments in 2020**

## 4. Eliminate or liquidate % of domain portfolio

**Portfolio management can make or break a domain investing or development strategy.**

- Categorize, grade/value, and prioritize domain portfolio 2-3 times a year
  - Assign REALISTIC values
  - Keep meticulous records (i.e., # of price changes/pricing, inquiries, page views, etc.)
- Liquidate 10%-20% of domain portfolio with of \$250 or less firesale
  - Platform(s) to consider: [DNWE.com](https://dnwe.com), [NameLiquidate.com](https://nameliquidate.com)
- Eliminate lowest 10% of domain portfolio forgoing renewals

## 5. Develop 2-3 domains every 3 years

**“A little \$ is better than no \$0” can make or break a domain investing or development strategy.**

- Develop simple lead generation websites
  - **Examples: [RoundRockACRepair.com](#), [RoundRockHouseCleaning.com](#)**
- Develop hyper-niche or geo service websites
  - **Examples: [DNAdverts.com](#), [BatsInAustin.com](#), [RoundRockBats.com](#)**
- Develop synergistic partnerships
  - **Examples: [ArabicAttorneys.com](#), [PSVRReview.com](#)**

## 6. Focus on small biz/startup domain names

**“Trying to be all things to everyone” can make or break a domain investing or development strategy.**

- More businesses are launched during economic downturns
  - **Examples: 24-Hour Home Care, Netflix, Groupon, Smashburger, etc.**
- Focus on recession-proof business models when purchasing domains
  - **Examples: Finance/Accounting, Healthcare, Auto Repair/Maintenance, Consignment/Discount Shopping, Assisted Living**

**IDEA: 8-12L .com domains 3-7 years of age, and set BIN of \$1.5K-\$2.5K**



## 7. Devote time to establishing relationships

**Relational connection can make or break a domain investing or development strategy.**

- Get involved via industry forums and blogs using real name and photo
- Attend local meetups and conferences, especially startup events
- Connect with Chamber of Commerce/Startup Incubators, both are often forgotten/overlooked by domain investors

## Takeaways:

1. Always keep a cash reserve handy
2. Purchase and renew multi-year vs monthly/single year
3. Offer alternative payment methods
4. Eliminate/liquidate % of domain portfolio annually
5. Develop 2-3 domains every 3 years
6. Focus on small biz/startup domain names
7. [Devote time to establishing and maintaining REAL relationships](#)

**Download Full Presentation: [DNPrez.com](https://DNPrez.com)**

## Let's Connect...

Based in Austin, Texas, **Alvin Brown** is an active Domain Investor & Developer, Podcaster, and Publisher of **KickstartCommerce.com** and **DNAdverts.com** – resources dedicated to sharing insightful digital disciplines of domain buying, selling, development, and investing strategies.

Alvin also contributes to **DomainNameWire.com**, **TheDomains.com**, and **TLDInvestors.com**.



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