

SedoMLS Partner Case Study: Sav.com



How Sedo helps registrars
create additional revenue
streams with domains

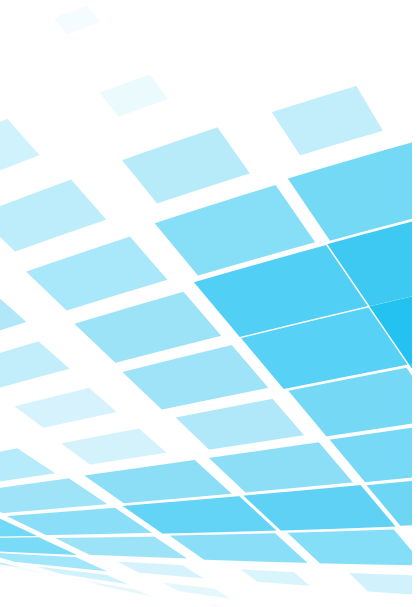
The Sav logo is positioned in the lower-left area of the slide. It features the lowercase letters "sav" in a bold, blue, sans-serif font. The background of the slide is a dynamic, perspective-driven grid of light blue squares that recedes into the distance, creating a sense of depth and movement.

Introduction

In early 2020, [Sav.com](https://sav.com) implemented the complete suite of options of the SedoMLS product. As a new domain name registrar, Sav.com saw the importance of providing its registrants with the ability to purchase already registered domains in addition to the available domains provided by the registries. By implementing SedoMLS, Sav.com gave its users full access to the domain secondary market including the ability to purchase over 19M names listed by current domain owners on Sedo.com, to pursue purchases of domains that have not been listed by their owners, and to help sell their customers' and their own domains.

Sav.com is a domain name registrar and marketplace designed to attract end-user entrepreneurs and SMBs as well as domain investors. They see a direct connection between helping their users find the best domain name, furthering their mission of empowering creators to succeed online, and supporting domain investors in generating a strong return on their domain portfolios by generating more retail-priced domain sales.

Now, a few months into their SedoMLS integration, we developed a case study with the help of Sav.com Founder and CEO, Anthos Chrysanthou. By digging into their experience, we hope to demonstrate the benefits of joining SedoMLS directly from one of our very active partners.



How SedoMLS Helps Registrars

New registrars, like Sav.com, face fierce competition from much larger, established registrars and need to find unique avenues in order to stand out and succeed. To appeal to those currently using other registrars, Sav.com believes they must supply easy access to the best domains, especially those on the secondary market, and be a one-stop domain shop. Anthos added, "Successful registrars need to be more than just administrators of domains – they need to maintain their customer's loyalty by having the highest quality domains they seek while also offering parallel value added services."

Sedo with its SedoMLS partner network seeks to support registrars both large and small to meet their customer's needs and provide them with the domains they really want.

"SedoMLS is the only genuine global domain sales network with more than 650 partners worldwide. As a SedoMLS partner, registrars gain access to a vast, global inventory of premium domain names from domain owners in over 180 countries and the support of a world class brokerage house for registered names that are not listed. This means they can offer their users the domain they're seeking and in turn provide a high level of customer satisfaction," said Sedo CEO Michael Robrock.

For more information on SedoMLS please visit our website: <https://sedo.com/us/what-we-offer/registrar-services/>.

The Decision to become a SedoMLS Registrar Partner

So what led Sav.com to implement SedoMLS? After establishing Sav.com, CEO Anthos Chrysanthou and his team were looking for ways to best fulfill their customers' needs beyond domain registrations and specifically, for ways to support their mission of empowering creators to succeed online. A critical aspect of

fostering this success is to assist customers in securing a valuable domain name. Sedo provides the necessary access to top domain names from their inventory of 19+ million domains enabling Sav.com to develop their customer base even more.

Implementing SedoMLS

Sav.com went through the entire process of implementing their package of SedoMLS offerings within a very short time span. For instance, Sav.com implemented, tested and was live with SedoMLS Platinum in only a few days.

Anthos shared this about their experience integrating the various SedoMLS offerings, "The process of getting up and running with SedoMLS was very streamlined and efficient. Our Sedo technical contact was incredibly responsive and very in sync with our needs making it fairly simple to integrate within our

existing systems. We were overall confident in Sedo throughout our implementation because of their depth of knowledge on products and industry experience. "

The SedoMLS documentation accessible online was especially helpful for a smooth implementation. Sav's tech team was impressed with the state-of-the-art documentation, how well structured and professionally written it was, therefore making it very easy to work with.

SedoMLS Platinum including SedoMLS Brokerage Service

By implementing SedoMLS Platinum, Sav.com is able to ensure that a user's search never results in a dead end. Sav.com pulls a list of related domains from Sedo's feed of 19M BuyNow and Make Offer listings and combines it with the domains available from the registries. If the relevant domain is not included, Sav.com still includes the domain in the search results so that the user can work with Sedo's brokerage team to make an offer to the current owner.

Purchasing domains on the secondary market presents additional complexities to prospective buyers. The need to negotiate the price or understand a transfer process does not exist when a domain is first registered. Rather than build out the systems to support those complexities, Sav.com simply sends the

user to Sedo via a link to Sedo to complete the purchase and then Sedo handles the negotiations and bidding, payment process, buyer education and more.

Referring a user off of their site is concerning for any internet company. However, Sedo is the only registrar partner in the domain industry who promotes the registrar's services to the referred domain buyer and then shepherds them back to the registrar to register the domain name after a sale is completed. Once the user purchases the domain on Sedo's website, the Sedo transfer team provides the user with instructions on receiving the domain at Sav.com and then Sav.com can further help buyer to get their website online and be even more successful with additional services such as hosting, email packages, etc.

SedoMLS Premium including SedoMLS Fast Transfer

Although Sav.com can present its users with every relevant domain using SedoMLS Platinum, they also believe that the best user experience occurs when the purchase process is as similar as possible to a first time registration. Therefore, they decided to implement the white-label solution, SedoMLS Premium, for domain listings with a Buy Now or fixed price.

Anthos had this to say about implementing SedoMLS Premium, "This allows for the users to make the purchase directly on our website and, when the owner has activated the do-

main for Fast Transfer at another participating registrar, allows for near instantaneous delivery of the domain to the user's account."

SedoMLS Premium is more technically complicated to implement than SedoMLS Platinum but Sav.com decided it was worth the investment to increase the probability of a successful sale. Implementing SedoMLS Premium for Make Offer domains (listings without a fixed price) would have required Sav.com to build a bidding system on their website so they decided to continue with SedoMLS Platinum for those sales.

Special Discounting on Premium Domains

Another advantage of SedoMLS Premium is that the registrar can adjust the price of the domain when selling it to their end users. Sav.com was one of the first registrars to provide a discount on these premium domain names. But you are probably wondering why these types of discounts make sense for other SedoMLS registrar partners?

It is common practice for registrars to give a discount on the first year registration fee when users register a new domain name. Price sensitive customers shop around at multiple registrar sites to determine where they can get the best deal. Making less money on that initial registration or even taking a loss is well worth securing the customer. The most competitive registrar often wins the customer relationship and the lifetime value

of that customer including offering add-on services like hosting and registration fees.

Anthos sees the same opportunity with domains on the secondary market and is competitively pricing them to secure new customers. He went on to explain his thought process on this, " We want our customers to see the value behind spending more than the usual registration fee to secure their desired domains. These are the buyers who are more likely to also invest in additional services and we want to keep them at Sav.com so we can help them to get their ideas online." As a result even as a relatively new registrar, Sav.com is selling domains at a rate comparable to some of its more seasoned competitors who have been in business for many years. And their sales momentum only continues to build!

Listing Domain Names for Sale through SedoMLS

Sav.com also opted to implement the listing side technology of SedoMLS which allows them and their users an easy, straightforward process to list domains for sale at Sedo and on the SedoMLS network.

Anthos recognized how important this service is for Sav.com to attract domain investors to transfer their domains from other registrars. He stated, "By adding the SedoMLS listing feature, Sav.com customers, including substantial domain investors, gain the ability to increase exposure for their domain names across the vast network of Sedo's buyers on

their marketplace and the SedoMLS network."

With the listing side benefit, Sav.com is also planning for the future. They know that as their user base grows, many registrations will go unused and eventually expire. Sav.com can educate customers approaching the expiration period about domain investing. If users understand the potential value inherent in their domain, they are more likely to renew and list the domain for sale instead of just letting it lapse.

Conclusion

With this partnership, like all of our SedoMLS relationships, we are happy to be solving and supporting our partners with some of their biggest business hurdles. By implementing SedoMLS, registrar customers can access a one stop domain shop and have all of their needs met in one place. This increases not only their level of customer satisfaction but will further cultivate their loyalty towards the registrar.

Sav.com founder and CEO, Anthos Chrysanthou, could not have summed up better what we hope to achieve with this type of partnership, "Ever since partnering with SedoMLS, from the integration side of things to all of the technical touchpoints and development aspects, our experience working with Sedo has been world class. They continue to help us execute our goals and strategic vision. We look forward to working together and growing this partnership even more for a long time to come."

We couldn't be more excited to be partnering with registrars big and small such as Sav.com and be able to witness their consistent successes and sales accolades.

To recap, implementing SedoMLS, Sav.com now benefits from:

- Ability to compete better with larger competitors
- Increased customer retention
- Customer lifecycle value boost
- Increases in sales values & ROI

How we would like to help you:

We would also like to support you as a registrar in achieving your business goals. Becoming a Partner in the SedoMLS network is the first and easy step to bring you closer to this goal. Please feel free to contact us so that we can tailor our offer to your individual needs.

Sedo LLC

Brad Lemire

VP Business Development

222 Third Street
Suite 3120, Cambridge
MA 02142, USA

Tel.: +1 617 / 499 72 72

Web: www.sedo.com

Email: brad.lemire@sedo.com

Sedo GmbH

Sophie Pieck

Director Business Development

Im Mediapark 6b
50670 Cologne
Germany

Tel.: +49 221 / 340 30 156

Web: www.sedo.com

Email: sophie.pieck@sedo.com

sedo.com

Buy. Park. Sell. **Domains**