

How to Maximize your Domain Sale Price

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There's nothing quite like the rush of selling a domain name. Even just getting a solid offer can get your adrenaline pumping. But that excitement is usually just the beginning. Unless the buyer meets your asking price right away—which almost never happens—or you decide to accept their offer on the spot, you're going to negotiate. And that's where most deals either come together or fall apart.

When I think about what actually determines how much money you walk away with, it really comes down to three things: what you ask for upfront, what the buyer thinks it's worth, and how well you handle the back-and-forth.

The first number matters

That first number you throw out sets the frame for everything that follows. I've read there is even some psychology behind it if you need science to make you a believer.

I had a strong one-word .com a few years ago and listed it at \$25,000. The buyer came back at \$18K, we settled at \$22K. If I'd started at \$15K thinking it would move faster? I probably would've gotten \$12K and felt sick about it later.

Start too low and you'll hate yourself. Start too high and you might scare them off before they even respond. So do your homework. Check NameBio for comparable sales. Think about the extension. Consider how useful the

keyword actually is. When your price is grounded in something real, you're negotiating from strength instead of just guessing.

The buyer's perception is everything

You might think your domain is worth six figures. Maybe it is. But unless the buyer sees that same potential, it doesn't really matter.

Buyers look at domains completely differently depending on who they are. A [founder building a startup](#) might see a short, memorable .com as the perfect brand foundation. An investor looking to flip it is thinking about margins and turnaround time. Sometimes you can tell within the first email or two which one you're dealing with.

If it's an end user, lean into the branding angle. Talk about how much easier their marketing becomes, how memorable it is, the credibility it gives them. If it's another investor, you'll probably need to focus on comp sales and be more flexible on price.

Negotiation is where you actually win or lose

You can have the perfect domain and a motivated buyer, but if you botch the negotiation, none of that matters.

Don't rush your replies. I know it's tempting when you're excited, but quick responses can make you look desperate. Take your time. Sometimes I'll wait a day just to not seem too eager, even if I've already decided what I'm going to say.

Ask questions. Why do they want this specific name? What are they planning to do with it? I once had a buyer mention they were launching in three weeks, and suddenly I understood why they were willing to go higher than I expected. That kind of information is gold.

Keep your emotions in check. This is business. I've definitely gotten annoyed at lowball offers before, but letting that show never helps. Stay calm, stay professional.

And sometimes it helps to bring in a broker or use an established marketplace, especially for bigger deals. It adds legitimacy and takes some pressure off.

Getting better takes practice

Negotiating is a skill. You get better at it by doing it.

After each negotiation—whether I close the deal or not—I try to think through what worked and what didn't. Over time you start seeing patterns. You get better at reading buyers, better at knowing when to push and when to back off.

Learn from other people too. The domain community is pretty generous with advice. Read blogs, listen to podcasts, ask questions in forums. One tip from someone who's been doing this for years can save you thousands.

Read some negotiation books. I've mentioned a few before. Don't just read one—read several, take notes, see what actually makes sense to you.

This might sound weird, but practice negotiating in everyday life. When you're buying a car, asking for a raise, even at the farmers' market. I read somewhere that you should practice everywhere—garage sales, flea markets, anywhere the stakes are low. It actually helps. You start noticing how people anchor prices, how they react to silence, what makes them budge.

Role-playing with a friend helps too, as dorky as that sounds. Have them play the buyer. Then switch roles. Seeing it from the other side changes how you approach things.

Use data when you can. If you can point to comparable sales or search volume, you're not just giving your opinion—you're making a case. That builds confidence for you and for the buyer.

And get comfortable with silence. Don't fill every pause. Sometimes silence makes the other person uncomfortable and they'll either reveal more than they meant to, or they'll rethink their offer. Just let it sit there for a minute.

It gets easier

The more you do this, the less scary it becomes. Negotiation stops feeling like this nerve-wracking thing where you might blow it. It starts feeling more like a game you understand. That's why practicing everywhere you can is key.

Eventually, the adrenaline doesn't just come from getting an offer. It comes from closing a deal you negotiated well—where you got a fair price and both sides feel good about it. That's the real satisfaction.

So set your asking price based on actual research. Figure out who your buyer is. Pause before you reply. Back up your price with data when you can. And keep practicing, because every deal makes you better at this. You won't just close more deals—you'll close better ones.