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Major Makeover at DAN.COM (Formerly known as Undeveloped) Gives Domain Buyers & Sellers an Attractive New Option

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Domain buyers and sellers have a lot of good options to choose from when they go looking for a place to buy or sell names. With so many well established platforms on the scene it can be tough to break out from the highly competitive pack. That hasn't deterred **Amsterdam**-based DAN.COM from going for the brass ring though. They have just rolled out a fully re-designed, higher horsepower website that Founder/CEO **Reza Sardeha** firmly believes will put his company in the upper echelon of aftermarket sales sites.

DAN.COM already offers over **millions** of domain names that have been listed by sellers in **more than 100** countries. That is a **lot** of domain to wade through which is why the new site's improved search capability has Sardeha especially excited.

Sardeha said sellers will also benefit from dramatically improved **for sale** pages. "After 9 months of A/B testing, experimenting and finding the right balance we proudly introduce v1.0 of what we believe is the **best converting & designed for sale page** available on the market," Sardeha said. "Premium domains deserve a premium for sales page. This is step one. In the course of time more rich additions will be introduced on these pages like unique content."

If you have a large portfolio DAN also allows you to set up your own customizable, **professional storefront**. Sardeha added, "We've also improved the **sellers control panel** by putting even more emphasis on simplicity and letting you manage your portfolio and close your leads easily. With the new iteration of our platform we have taken a big step forward in our mission to professionalize the domain industry and to introduce more liquidity in the market."

There are no charges to list names at DAN.COM. They only make money (a 9% commission) when successful sale are made. Sardeha also takes pride in prompt transfers and payment, noting "98% of our transactions are completed within 24 hours after payment. We help you get your domain online, so you can focus on your project."

Another feature that could help close more sales is Undeveloped's **installment payment** option. "Once you settle on a price with the seller, you proceed with check out where you can pay in full or in monthly installments and there is absolutely no extra cost for that. We keep the funds safe until we get the domain from its current owner," Sardeha said.

Source: <http://www.dnjournal.com/archive/lowdown/2016/dailyposts/20161004.htm>

ABOUT DAN.COM

We bring domains to life

334.6 Million domain names are already registered, and 44% of them are not used by their current owners! This leads to incredible frustration. We believe the domain industry deserves better, and we are fixing it.

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