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Introducing Domain Financing 2.0

In a nutshell: ***No more need for negotiations, save time, sell more domains, generate more revenue***, and generate ***more recurring*** and ***a stable income*** from your domain portfolio.

Our product team has spent countless hours carefully designing our new Lease to Own model. We've extensively tested, experimented & conducted product development with buyers to create a highly optimized solution for buyers and sellers on the secondary market.

The screenshot shows the dan.com website interface. At the top, there's a navigation bar with the dan.com logo, links for 'Buy a domain', 'Sell your domain', 'Learn', and 'Company', and a 'Go to app' button. Below the navigation bar, the main content area features a dark blue background with white text. The primary message is 'The domain name **cryptotrader.com** is for sale!'. To the right of this message is a 'Get this domain' panel. This panel offers two options: 'Buy now' for USD \$100,000 and 'Lease to own' for USD \$2,167/month. The 'Lease to own' option is selected. Below this, there's a section for picking a price that matches the budget, showing a monthly payment of USD \$2,167 and a term of 60 months. A slider allows adjusting these values. Below the slider, it states 'Full ownership after 60 months' and provides a 'More information' link. An 'Estimate in EUR' section shows €1,837/month with a 'View calculation' link. A 'Next' button is at the bottom of the financing panel. To the left of the financing panel, there are three icons representing 'Buyer Protection program', 'Fast & easy transfers', and 'Hassle free payments'. Below these icons, there's a section titled 'The simple, safe way to buy domain names' with a brief description and a 'Here's how it works' link. At the bottom of the screenshot, there are logos for VISA, Mastercard, PayPal, and Bitcoin.

Boost your sales and revenue

Dan's **new Lease to Own option** makes your premium domains instantly affordable to a much broader range of potential end-users.

By increasing the affordability of your domains, you increase your sale through rate significantly and generate not only **more but also recurring revenue from your domains**.

The beauty of this **highly optimized model** is that your buyer can use a simple slider to determine which deal terms he or she can afford and accept.

Introducing a new long term service fee

Our new Lease to Own option also introduces a **new service fee model** to make it possible for Dan to handle this type of transactions long term transactions.

The service fee schedule looks like this:

- **2–12 months = no markup added**
- **13–24 months = 10% markup**
- **25–36 months = 20% markup**
- **37–60 months = 30% markup**

The markup is added on the total sale price, and 50% of the markup will be used by Dan to cover for the recurring payment processing fees, domain renewals & providing DNS support to the buyer and more. The remaining 50% of the markup is paid out to our seller as an incentive to offer payment plans up to 60 months to make their domains more affordable to end-users.

We highly advise all our sellers to enable our max lease period of 5 years, so you can sell more domains but also generate more income when a buyer chooses a long term domain payment plan.

No more negotiations

Negotiations lead to friction, and friction can quickly turn into a deal breaker. We see this happen on a daily basis, unfortunately.

That's why when you use our new LTO option, you only set a BIN price once and we take care of the rest. Leaving you with more time to dedicate on other aspects of your domain business.

The new option does not provide the buyer with an option to negotiate about the set price or to submit an offer. When your buyer visits your for sale page, they have all the information & means available to simply proceed and purchase the domain at terms that make sense to them.

A stable income

Domains that are currently sitting idle in your inventory, waiting for a rare buyer to show up, now are able to generate recurring revenue for you. This allows you to build a more stable and predictable income from your domain portfolio.

Enable the new Lease to Own model in [your settings right away!](#)

Last but not least

We've also revamped our for sale pages and introduced more details about the seller and Dan to build more trust between you and your buyers. Based on the data we have from your activity at Dan, we'll show the two most positively impactful data we have to increase your sales conversion.

We've also implemented a new feature that **adds real-time elements to your for sale pages**. When you're logged into your seller account, your for sale pages will show an "Online" status so your buyers know that they can expect a fast response or transaction if they engage now.

Kind regards,

Dan

ABOUT DAN.COM

Buying a domain name has been needlessly complicated. And selling domains? Not much easier.

So we started Dan! The no-nonsense domain trading platform.

We're on a mission to make domain name trading available to everyone. Easy, fast and secure. And, most importantly: transparently. Because we believe transparency is the key to a better domain world. That's why we do what we say. And we say what we do.

Dan.com