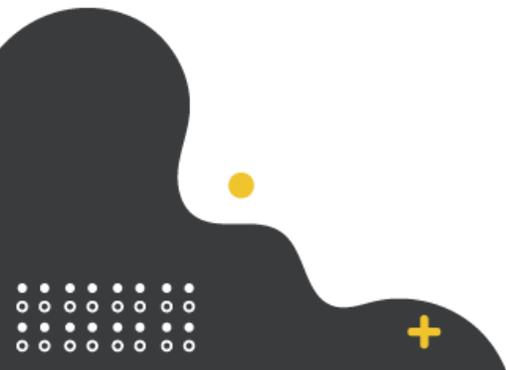


ROI Guide for Domain Resellers

How to maximize your profit in 7 simple steps!

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Introduction

Many resellers decide to begin a domain reselling business as a means of getting an extra income. In order to accomplish that they will need to sell domains and make a profit on top of what they pay for them. As newcomers in the industry, that is easier said than done.

One of the biggest challenges for a domain reseller, new or old, will always be **growth**. How do you grow your domain reselling business? Well, **growth leads to profit and profit leads to growth**. You need to make money to be able to invest in your business and expand it. And you need to expand your business to make more money and reach more customers!

Growing your business starts with making more profit and that profit relies on the price you pay for domains, which in turn depends on the registrar you choose. But once the domains start rolling in it can be easy to lose sight of every transaction. Keeping a clear overview of all your domains is therefore essential.

That's why **the foundation for your success as a domain reseller needs to be choosing the right registrar** to work with. The amount of registrars and domain provisioning companies on the internet can be overwhelming. The distinction between what they have to offer can sometimes be unclear and it can be hard to decide which one to go with. However, there really is a big difference when it comes to how much profit you can make!

In this Return on Investment Guide for Domain Resellers we will help you grow your business and make sure you'll get the tools and knowledge you need. First, we are going to dive deep into the domain industry, detailing the main entry barriers and blockers for resellers and then we'll show you how to easily overcome them:

1. Getting the best domain prices on the market
2. Managing everything from a single platform
3. Having one invoice to for everything
4. Transferring domains fast & efficiently
5. Easily promoting top TLDs in style
6. Gaining access to the tools and know-how to succeed
7. Getting the help you need when you need it

Let's dig in!

1. Starting out in domain reselling is always hard

Starting something new is always a challenge, but starting domain reselling is hard. It can be easy to lose sight of the value of every transaction when selling domains... Just because sometimes you may sell 500 or 5,000 domains in one deal doesn't mean that you must undermine the importance of every single one.

What are we getting at? Simple! **Quantity is great but quality is key**. Why sell a specific domain type at 5 euros and purchase it at 4 when you could purchase them at 3 with the right registrar? Literally HALF of your potential profit is at stake if you choose the wrong domain provisioning company to work with!

Evaluate your options and choose wisely... It's common practice these days for domain registrars to offer a fixed price on domain purchases and renewals, no matter what the size of your portfolio is, giving you no long-term OR portfolio size advantage.

This means that if you are a new reseller or an industry giant... you will be paying the same prices! Really makes no sense, right?

And that's not all! Careful you don't get sucked in by the 'first year price' deal that many registrars promise before increasing their prices drastically as soon as you renew with them for the 2nd year!

At Openprovider we guide you from the very beginning, playing on your strengths and working on your weaknesses in order to help you grow and get you to where you want to be!

As you can see, your profit is directly dependent on the registrar you choose and on the price you pay for domains before selling them! Competition is tough and margins are tight so... if you increase your retail price too much you'll fall short to your competitors, thus making it essential to guarantee the best acquisition price on the market and increase your ROI.

2. It's all about making the right choice!

The registrar you choose should have a clear focus on your growth as a domain reseller from the very beginning, no matter how big or small your portfolio is.

One thing you must always take into consideration when choosing the right domain registrar is their long-term price promise. Would you rather have the first year at a very competitive price and then pay double every year after that. Or does a variable price based on the size of your domain portfolio sound more appealing?



You can't drive with a flat tyre and you sure can't grow a business without a 'domain mechanic' to get things going, right? Always make sure that the registrar you choose has your back and is ready to back you up, no matter what problem you run into. Otherwise, yourself, your customers and your ROI could receive a big hit!

When Openprovider was founded **16 years ago**, the market was practically monopolized and overcharging was at the order of the day for domain provisioning companies. This way of working may have seemed attractive at the time, but loyalty should be valued over everything else and that's why these companies would never have a loyal customer base if they were literally going to bleed their users dry of any profit they might have made!

Now Openprovider has been fine tuning the services and products over the years to fit our resellers perfectly and continue doing so to make their lives as easy as possible.

We take pride in the growth that our resellers have undergone in such a short amount of time, especially taking into account the saturation and the entry barriers of the domain market. Our members get **exclusive discounts** on relevant products and **cost prices** on top TLDs, **quarterly events** with big prizes up for grabs, etc. What this translates to is less costs for them and higher margins. **We do everything in our power to help our resellers increase their ROI!**

Want to know exactly HOW we can help you optimize your ROI as a domain reseller?
Keep reading!

3. Openprovider, a registrar designed for resellers

As we said before, at Openprovider we value loyalty over everything else! That's exactly why we created our 'member-centric' business model, shattering the stereotypes of the industry and offering our MEMBERS everything they need to succeed.

At Openprovider we do things differently! A single yearly payment gives our resellers access to a wide **range of membership plans** that include special prices (up to cost price) on thousands of domains and relevant products & services, based on the size of their portfolio.

The time has come to go through a detailed list of the benefits that come with becoming a member of Openprovider, as well as the best ways for you to grow your business and increase your ROI.

The time has come to go through how you can get the most return on investment when you become a member at Openprovider. Let's see here how you can start growing:

A) Pay what we pay for top domains and get the best prices on the market.

Openprovider is an ICANN-accredited domain registrar. We cut out the middleman to get the best possible prices on the market for domain names and other relevant products and offer them to our resellers at the most competitive rate possible.

The better the price you get your domains at, the more margin you can make on each one you sell. The more you make, the more capital you will have to spend on your domain reselling business and make it grow!

And with Openprovider, growth will get you even more profit! How? We have a wide range of membership plans, and the bigger the plan, the more profitable it will be for you in the long run, as dividing the yearly cost of the plan by the total domains you get at cost price you can see for yourself.

Let's take a look at an example:

- **Basic S:** you get a 100 domains at cost price with this plan, meaning that no matter what the final cost of each domain is... if you divide the yearly fee of 49 euros between the 100 domains, you pay a membership fee of 0,49 euros.
- **Expert M:** you get 30,000 domains at cost price with this plan, and dividing the yearly fee of 4,999 euros between the 30,000 domains, you pay a membership fee of 0,16 euros.

Just crazy right? Well, that's the beauty of membership plans: **be rewarded for profit and growth with more profit!**

B) Manage everything from a single, unified platform.

User experience should be at the core of every product, no matter what industry or area it is from. From automotive to IT, from Apple to Samsung... UX is everything!

What's the point of a beautiful product that nobody knows how to use? Why would you want 100 different functionalities or services if you don't even know how to get started?

With that in mind, our team of developers has created the definitive Reseller Control Panel to make our resellers' lives easier and help them manage all their domain portfolio and products effortlessly.

Register, transfer and renew domains, purchase relevant products and services (SSL, Plesk, Spam Experts) and become a member by choosing the plan just for you! **Anything and everything you can think of, you can do it from our Reseller Control Panel (RCP).**

C) Have one invoice to rule them all.

Having a single invoicing solution to manage your whole portfolio will make your life easier and bring you nothing but advantages!

Processes will be followed more consistently and standardizing procedures will make everything run smoothly, making sure every invoice is delivered on time.

On top of that, you'll greatly save time and money as you won't rely on accounting staff from several different registrars and domain provisioning companies to get deliverables out to your customers. Our Openprovider invoicing service will make sure every one of your customers get their receipts on time, keeping them 100% satisfied at all times.

Let go, hand over the wheel and let us sail the invoice boat into the sunset!

D) Leverage our expertise in domain transfers.

Your domain portfolio is and should always be your greatest treasure! That's why you can't just put it at stake by transferring it with/to just anyone.

At Openprovider we have 3 types of transfer for you to choose from, each one created to accommodate your needs: Regular, with CSV and Robot. And get this. You pay what we pay for every single one!

No matter which one you choose, the process is straightforward and intuitive at all times: 1) Choose the domains you want to transfer, 2) Fill in the required information, auth codes and transfer dates, 3) Complete your payment and enjoy the ride.

Many domain resellers start out with the wrong registrar and then, when faced with rocket-high fees and unnecessary resources to continue growing, they end up having to transfer their whole portfolio and pay an exorbitant price while they're at it!

Make the right choice from the very beginning and start your domain portfolio with us so you never have to transfer it, greatly saving you time and money!

Too late for that? Already have a portfolio but finally ready to make the right call? **We'll help you transfer all your domains to us for the best price on the market, guaranteed!**

E) Easily promote your top TLDs in style.

As a domain reseller, no matter if you are big or small, we don't want you to incur in extra costs that might push back your profit and your ROI!

So, what have we done? **We've prepared personalized and customizable marketing kits to promote the TLDs you like!**

Let's say you want to promote .NL. All you have to do is download the marketing kit that we have created for you (it already includes the ad copy and the images in all the sizes you'll need) and upload it to your next Google Ads or LinkedIn Ads campaign to get people hyped and motivated about your domains!

We've made sure that the text is compelling and the visuals don't leave anyone indifferent, so that they will engage your audience and you can reap the benefits of every one of your marketing actions. Handed on a silver platter! What else can you ask for?

F) Turn knowledge into power.

Every master of a trade needs to have absolute control over the tools and resources he/she needs in order to perform to the highest level. Chefs have their knives, singers have their voice and you have our RCP (Reseller's Control Panel).

That's exactly why we've been amassing questions and obstacles that our resellers have been running into over the years in order to give you the answers from the very start and make your journey pleasant and unencumbered.

Our [Knowledge Base](#) is our Library of Alexandria when it comes to everything domain-related. Need more information about domains, licenses, services, billing, memberships... You name it, it's there!

Always make sure that the reseller you choose has an extensive, intuitive and detailed resource library with everything you need in order to succeed as a domain reseller!

G) Personalized support to get you set up

One of our core values as a company is 'TEAM', Together Everybody Achieves More, and we really live by it in every area of our company.

Our support team is absolutely committed to helping you get acquainted with our platform and are always happy to help with any issues that you might encounter.

Of course, you'll have instant access to our Knowledge Base, just in case your question or problem can be solved by scanning through its pages, but if that doesn't do it, one of our support experts will be available to answer all your questions and help you get back on track!

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4. Begin your journey. Join the family!

By now, you should have a clear idea of what a good domain provisioning company should have as well as what you need to do in order to maximize your ROI and get the most out of your domain reselling business.

The time has come to take the plunge with Openprovider and, if you haven't already, start your adventure as a domain reseller!

Here's how to begin:

1. Head over to our [Reseller Control Panel \(RCP\)](#) and LOG IN or CREATE AN ACCOUNT if you haven't already.
2. Choose a MEMBERSHIP PLAN that adapts to your needs and to the current or projected size of your domain portfolio.
3. Check out to become an official Openprovider member and gain access to domains at cost price as well as all the associated [exclusive benefits and discounts!](#)

BECOME A MEMBER



It all comes down to this!

As a reseller you need to make sure to choose the right registrar to work with in order to maximize your profit and make sure that every action you take counts!

In an ever-growing market we decided to create our membership plans to reward resellers for their loyalty and to make sure that the bigger your portfolio, the less you pay and the more you get back on your investment.

Join us and give us a try! We guarantee the best prices on the market and it only gets better year by year!