

# Selling DOT-COMS Names Sets Auction Record



World Champion Auctioneer Wayne Wheat (*left*), recently conducted a record auction of dot-com names by selling 80% of the listed inventory, on Tuesday, September 23rd, in New York. Then, two days later, his live auction of Premium Domain Names totaled \$ 3 Million with the highest dot-com fetching \$800,000.00 (Financial Aid).

Over the past two years, Wayne has traveled the world selling dot-coms at auction and conducted the first ever live auction of dot-coms in Macau, China.

“This is an amazing industry that just seems to be growing both vertically and horizontally simultaneously and I see no signs of a slow down. We conducted this auction just down the road from Wall Street during the worst economic crisis in recent history and these guys couldn’t bid fast enough!”

During 2008, the top 100 domain name sales ranged from \$77,000.00 to \$9,999,950.00. “The number one question that I get from people outside the industry is, ‘how do these people make money from dot-coms?’” The answer is complicated, but primarily the investors park the dot coms and monetize them with pay-per-clicks or develop the sites and drive traffic to them with SEO’s (search engine optimization).”

