# Why becoming a Domain Reseller is profitable?

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We all have to agree that almost all businesses today seek to register domain names, so that they can attract more visitors to their websites. We all know that the internet industry is flooded with a number of domain registrars and finding one is not going to be tough at all. But what most businesses look for is cheap and affordable Domain Registration services. They look for a service provider that can help them in registering a right domain name.

By becoming a Domain Reseller a user can enter the web industry with ease. Domain Name Reseller is a business wherein a user purchases domain names in bulk with the aim of reselling them later. These resellers buy domain names in large quantities at discounted prices and sell them to their clients to earn good profits.

Due to emergence of domain reselling business, the prices of domain names have further been brought down. The most vital decision a reseller needs to make is regarding the parent company from whom the reseller buys the reseller program. The reseller is advised to sign up with an ICANN accredited registrar. An ICANN certified registration company can offer lowest prices and also offer some great professional and advanced support services to the reseller. However a Domain Reseller should always keep in mind that only an accredited registrar and attractive packages cannot assure a successful reseller business. The reseller also needs to retain his customers by providing them with ample benefits so that they continue to renew their domain names. This can also be attained with great customer service and extensive marketing of the business.

The Domain Name Reseller business is considered most apt for organizations that already offer hosting or web design services. This is mainly because once they incorporate domain names in their offering they can start marketing themselves as the one stop solution for domain booking, web designing and website hosting. Though there are several benefits of this business, but the biggest of them all is that reseller can set his own retail prices for domain names.

This business also ensures that a reseller gets to earn a recurring income, as domain names need to be renewed after a certain period. Almost all major Domain Registration companies today offer reseller programs. This business with proper planning and execution can turn out to be an economical method of building a thriving web business.

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