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Regarding the low barriers to entry, we have done calculations on if the $3000 entry cost was removed whether it stacks up for us relative to our wholesale domain pricing for us to become a registrar and at current volume it doesn’t but it would at larger scale. My responses below are representative of this position. If there was a more compelling market entry pricing model for smaller registrars to enter the market, it would be more accessible for a business at our scale.

The concept of more appealing domain pricing for small to medium businesses and not for profits would be hugely beneficial for our clients, who are almost entirely in these categories. It would also benefit Rocketspark as it would make setting up an online presence more accessible to potential customers.

The other thing to note re better pricing for small business is that it helps make online business more affordable for brand new businesses. That bottom end of the market really struggles to get off the ground and small fees can have an impact on their ability to keep operating. The most common reason really small businesses close down their Rocketspark website is they can’t continue to pay the bill or they’ve closed their business down.

.com domains also seem to be cheaper than .nz domains. As most domestic businesses targeting a domestic audience here use .nz domains as it’s better for local search rankings, it means it’s effectively more expensive to do business in NZ than say in the USA where they’re using .com domains which are a bit cheaper.

It could be good to have the ability to make registrant email addresses private as it could be an avenue for spam/phishing. Emails like “Your domain XXXXX is about to expire, please click here to pay for the renewal” etc. At the same time we sometimes advise clients to use the information about registrants in order to negotiate a sale of a domain name or to check whether that business even owns their own domain name (often the client is confused about what domains they own). We even purchased our own .com domain name using registrant details and negotiating with the previous owner. If registrant details were made private, bonafide business contacts could still benefit from a way of triggering an expression of interest via some sort of privacy wall that protects the registrant from non-official email communications. Option C here seems closest to what I’m referring to.

There are sometimes also disagreements over domain ownership between two clients or between a client and another business. Not being able to see the registrant details would make this process difficult for us to mediate when both clients are asking us to action something with the domain. Resellers and registrars would still need visibility for billing purposes. But it could still be a hassle for clients whose domains aren’t hosted with us but their website is. They often don’t know who the domain admin is of their own domain and if we can’t see it they’re locked out. It’s quite shocking how many businesses have no idea who manages their domain or who the registrant contact info is. Sometimes some past dodgy web person put it under their own name and now doesn’t seem to exist. The other scenario is a former staff member registered the domain and their email address doesn’t exist any more and is set as the registrant. Or the registrant email is an old domain email or some other email address they no longer have access to. Being able to check what this is is a key part of piecing the puzzle together for clients.

In the situation of a business sale, where the previous owner isn’t contactable or maybe had gone into receivership, the registrant email address is no longer accessible and the new owner may have to start with a fresh domain, losing their domain’s authority built up in Google searches. To simplify the ability for legitimate new business owners to claim ownership of a domain where the existing registrant email address and domain login details are no longer attainable would be good.

Regarding .nz being for the benefit of New Zealanders it does feel too easy for international businesses to capitalise on .[co.nz](http://co.nz/) domains. I have noticed an increase of international stores with long shipping times appearing to offer free NZ shipping trying to mislead NZ consumers. They are also using [nz.theirstore.com](http://nz.theirstore.com/) and [theirstore.com/nz/](http://theirstore.com/nz/) sub domains and URL structures do do this if they don’t have the .[co.nz](http://co.nz/) domain.

Bundling of macron and non-macron domains could be good for some clients, as if you didn’t own the macron version or the non-macron version, there’s a risk of domain confusion for visitors but to be fair this also happens with owners of .[co.nz](http://co.nz/) and .nz domains if separate or conflicted owners and so businesses often end up with having to buy both just to secure the IP.

The grace period is something we use quite often as small business clients type their domains in incorrectly. Removing that would disadvantage small business clients in that situation. In terms of malicious registrants, we do our own manual verification process for likely spammers which is effective 100% of the time to our knowledge but not all domain resellers may be applying this level of rigour. The other thing to note is that all of our malicious trial signups and people who have attempted to register domains and email addresses for nefarious purposes that we block are from outside of NZ. By restricting the registration of domains to NZ businesses, this would be naturally self-limiting as an issue to a significant degree.