

# African RaRs can now easily sell .africa domain names

African registrars and/or resellers (RaRs) do not have to undergo the expensive and time-consuming Icannc accreditation process in order to sell dotAfrica (.africa) domain names anymore.



Image via [123RF](#)

RaRs that are not Icannc-accredited but wish to provision .africa domain names can now do so by becoming a reseller on the relaunched AF Proxy Domain Name Registration Platform to participate in growing the African digital economy.

“AF Proxy Services is itself accredited by Icannc, making its relaunched proxy platform a true plug-and-play solution for African RaRs wanting a low-cost retail route without the need for complicated development work,” says Lucky Masilela, AF Proxy Services CEO.

“Our dynamic and intuitive registrar website and reseller-based administrative portal was developed/designed to improve the reseller experience,” says Masilela.



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Delegates attending the DNS Forum in Cotonou recently also noted that the .africa extension, which is Africa’s new home on the World Wide Web, recently passed the 16,000 domain name registration milestone.

“No doubt, AF Proxy has opened up a whole new reseller market, which is expected to deliver more excellent results over the coming years following this most recent upgrade,” says Masilela.

The benefits of the .africa domain name for brand owners and other .africa domain name holders include showcasing the brand and its commitment to the continent. In addition, .africa can help brands to establish a home for Africa-specific products and services while expanding the brand's regional influence. The acquisition of valuable online real-estate in a fast-growing and high-potential market can also be achieved with a .africa domain name.

Masilela adds that the AF Proxy platform will also enable RaRs/resellers to provision the ZAdotCity domain names of .joburg, .capetown and .durban.

For more, go to [www.proxy.net.za](http://www.proxy.net.za).

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