

dot·what

Domain Consulting & Acquisitions

Appraised Market Value As Of: 11/18/2013

Assessed Market Value For: **\$175,500**
example.com

Market Low: \$126,000

Market High: \$225,000

Metrics Summary: example.com

TLD: com	Age: 18 years 3 months	Keyword Search: 165,000 / month
Length: 7	Incoming Backlinks: 69,098,189	CPC Advertising Price: 4 / 100
# Of Words: 1	Alexa Rank: 8,806	Commercialization: 1 / 100
# Of Hyphens: 0	DMOZ Directory: No	Brandability: High
# Of Numbers: 0	Yahoo Directory: No	Language: English
Plural: No	Google Page Rank: 0	Market Relevancy: Low
Prefix: No	Term Popularity: 427,000,000	Desirability Strength: High
Suffix: No		

Comparable Domain Sales Summary

<u>Domain</u>	<u>Search Volume</u>	<u>CPC</u>	<u>Term Popularity</u>	<u>Sale Price</u>	<u>Sale Date</u>
action.com	823,000 / month	7 / 100	666,000,000	\$270,000	01 / 2011
adventure.com	135,000 / month	9 / 100	190,000,000	\$200,000	06 / 2012
shield.com	165,000 / month	5 / 100	167,000,000	\$190,000	03 / 2011
decide.com	49,500 / month	11 / 100	133,000,000	\$175,000	12 / 2010
ground.com	33,100 / month	20 / 100	265,000,000	\$56,400	01 / 2010
companion.com	40,500 / month	11 / 100	37,900,000	\$45,000	09 / 2010
examine.com	12,100 / month	1 / 100	49,700,000	\$41,000	05 / 2011
physical.com	60,500 / month	24 / 100	214,000,000	\$40,000	05 / 2011
examples.net	12,100 / month	1 / 100	140,000,000	\$3,000	12 / 2010

Variables Measured

This appraisal is based on measurement and tracking of 24 variables. The following data and related calculations were used, in part, to calculate your appraisal value:

TLD Extension: com

We currently measure all tld's including: com, net, org, biz, info, fm, nl, cc, us, la, sc, co.uk, co.kr, com.mx, org.uk, ws, cx,nu, ca, tv, tc, de, it, ch, br, dk, at, pn, jp, md, se, cd, cn, to, cz, be, co, ru, fr, io, tm, bz, name, lu, om, ms, ag, co.in, hu,ne, st, in

Characters: 7 **# of Words: 1** **# of Hyphens: 0** **Numerical Characters: 0**

Characters: The total number of characters in the domain name.

of words: The number of words contained within your domain name.

of hyphens: The number of hyphens contained in the domain name.

of numerical characters: The number of numerical characters contained in the domain name.

Language: English **Plural: No** **Suffix: No** **Prefix: No**

Language: If applicable, the language in which the domain name is most frequently used.

Plural: Whether the domain name is plural or singular

Suffix: Whether there are any of the following suffixes: internet, dot, online, new, the, my, and,u, a, v, e, i, ive, web

Prefix: Whether there are any of the following prefixes: internet, dot, online,new, the, my, and, u, a, v, e, i, ive, web

Desirability Strength: High **Market Relevancy: Low**

Desirability strength: Refers to how desirable a domain name is based on the length, tld, memorability, and keywords present.

Market Relevancy: Refers to how closely the keywords within the domain name characterize the intended market.

DMOZ Directory: No **Yahoo Directory: No**

DMOZ Directory: Whether the domain name is included in the Open Directory.

Yahoo Directory: Whether the domain name is included in the Yahoo Directory.

CPC Advertising Price: 4 / 100 **Commercialization: 1 / 100** **Brandability: High**

CPC advertising price: Refers to the cost an advertiser can expect to pay per click for the keywords present in the domain name, based on a scale of 100.

Commercialization: Refers to the ease in which the domain name could be commercialized, based on a scale of 100

Brandability: Refers to the ease in which the domain name could be branded, based on a subjective measurement.

Keyword Search Frequency: 165,000 / month **Term Popularity: 427,000,000**

Keyword search frequency: The total number of times the keywords that make up the domain name are searched within a month.

Term Popularity: The popularity of the terms present in the domain name. The popularity is derived from the number of sources referencing that term on the indexed web.

Age: 18 years 3 months **Incoming Links: 69,098,189** **Google PageRank: 0**

Age: The total number of years, months, and/or days the domain name has been registered.

Incoming Links: Total number of web links being directed to the domain name.

Google PageRank: The domain name's PageRank score out of a possible 10, with 10 being best.

Alexa Rank: 8,806

Alexa Rank: Indication of web traffic the to domain name has. Lower number indicates more traffic.

Domain Profile

Ownership

Registered Owner: Internet Assigned Numbers Authority

Owned Domains: 138

Email Addresses: N/A

Registrar: RESEINTERNET ASSIGNED NUMBERS AUTHORITY

Registration

Created: 1995-08-14

Expires: 2014-08-13

Updated: 2013-08-14

Domain Status: ok

Whois Server: whois.iana.org

Name Servers: A.IANA-SERVERS.NET

B.IANA-SERVERS.NET

Network

Website IP Address: 93.184.216.119

IP Location: England - London - Edgecast Netblk

IP ASN: AS15133 EDGECAST - EdgeCast Networks, Inc.

Website

Site Title: Example Domain

Meta Description:

N/A

Meta Keywords:

N/A

Previous Whois Record

Registrant Contact:

Name: Internet Assigned Numbers Authority
Organization: Internet Assigned Numbers Authority
Address: 4676 Admiralty Way, Suite 330
City: Marina del Rey
State/Province: CA
Country: US
Postal Code: 92092
Phone: 310-823-9358
Fax: 310-823-8649
Email: res-dom@iana.org

Administrative Contact:

Name: Internet Assigned Numbers Authority
Organization: Internet Assigned Numbers Authority
Address: 4676 Admiralty Way, Suite 330
City: Marina del Rey
State/Province: CA
Country: US
Postal Code: 92092
Phone: 310-823-9358
Fax: 310-823-8649
Email: res-dom@iana.org

Technical Contact:

Name: Internet Assigned Numbers Authority
Organization: Internet Assigned Numbers Authority
Address: 4676 Admiralty Way, Suite 330
City: Marina del Rey
State/Province: CA
Country: US
Postal Code: 92092
Phone: 310-823-9358
Fax: 310-823-8649
Email: res-dom@iana.org

Available domain name sales channels:

Domain names are similar to other assets in that there are multiple channels in which to sell them. Some of the most popular channels are:

Online auctions - Online auctions tend to be a more popular and widely publicized format. Many of the industry conferences hold high value domain auctions at their event.

Private acquisition/brokering - This is the most popular and least publicized format. Usually this format occurs with one on one communication with the use of a broker or escrow house to secure the funds and domain name transfer.

Domain leasing - Leasing is a less popular method but in many cases the only viable solution for companies and individuals who lack capital but want to utilize a high value domain name for their business.

Fixed price format - Another popular method where sellers place their domain names for sale at a fixed price typically through an aftermarket platform. This format allows for a very fast and transparent purchase process.

Offer/counteroffer format - Similar to private acquisition, this format usually has one on one communication with a back and forth style communication to come to agreement on a price. Unlike a private acquisition this format utilizes an aftermarket platform to secure the transaction and facilitate the communication process.

Modes Of Valuation:

When looking at how a domain name is assigned value there are many different factors that are taken into account to determine a fair market value. They can be broken into two different categories, contextual and comparative factors.

Analysis of Contextual Factors

The contextual factor analysis examines the impact of factors that are not easily quantified such as current market conditions, future industry trends, as well as external factors such as traffic generated through an existing website, potential trademark issues, and possible end users. The purpose of the contextual analysis is to provide insight into how the current situation of the domain name and current trends affect its value. The contextual analysis of a domain name is a key differentiating component between an automated appraisal and a professional appraisal.

Analysis of Comparative Factors

The comparative analysis examines the various factors that have the ability to be quantified such as keyword search volume, CPC (cost-per-click) advertising cost, TLD (top-level domain) and domain name length. Following the examination of the quantified factors, a comparison is performed between the domain name being appraised and similar domain names that have previously sold on the open market. The comparative analysis utilizes a database of domain name sales to create a correlation between domain attributes and selling price. Once a correlation is determined, it is applied to the appraisal to add market-proven reliability to the appraisal.

Once the factors have been analyzed, the fair market value is determined. The fair market value is in the form of a range. The reason a range is used instead of an exact value is because the probability that the outcome will match the expected value is very low. The range covers a large part of the fair market probability range. It is still possible that a domain name could be sold for a value outside the range. A specific situation where this is a possibility is when an end-user might purchase a domain name for far more than its fair market value. This does not mean that the fair market value of a domain name is equal to the purchase price that an individual is willing to pay. The company or individual interested in the domain name might have specific needs for the domain name which cannot possibly be taken into account when determining a domain name's fair market value.

Market Trends:

Market trends are important when valuing domain names to determine current and future values of domain names relative to the industry they represent. When analyzing market trends it is most important to look at the waxing and waning of related keyword volumes present in the domain name along with related industry terms. Typically when determining whether an industry is growing or declining a historical analysis of keyword search volumes must be performed. Using tools such as Google Trends provides an accurate method to quantify the trends. Once a trend has been determined the value of a domain name can be adjusted accordingly.