



APPRAISED MARKET VALUE AS OF 2016-01-01
1234566

Assessed Market Value For:
TEST.COM

\$780

Low Value: **\$560**

High Value: **\$1000**

Metrics Summary for: **test.com**

TLD: com	Suffix: no	Alexa Rank: 42,561
Character Count: 4	Brandability: high	DMOZ Directory: no
Hyphen Count: 0	Pronounceability: high	Search Term: test
Number Count: 0	Market Relevance: low	Term Popularity: 1
Word Count: 1	Desirability: high	Monthly Search Volume: 1000
Plural: no	Creation Date: 2004-10-12	Cost Per Click: 10/100
Prefix: no	Incoming Links: 33,910,002	Commercialization: 2/100

Comparable Domain Sales Summary

<u>Full Domain</u>	<u>Price</u>	<u>Sale Date</u>
OTHER.COM	\$1000	2015-01-01

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: com

Short for top-level domain, this is the portion of the domain under which domain names must be registered. This sometimes includes second-level domains--for example, .CO.UK.

Character Count: 4

The total number of characters in the registered part of the domain name.

Hyphen Count: 0

The number of hyphens in the registered part of the domain name.

Number Count: 0

The number of numerical digits in the registered part of the domain name.

Word Count: 1

The number of lexical words in the registered part of the domain name.

Plural: no

Whether the registered part of the domain name contains words in their plural form.

Prefix: no

Whether the following prefixes precede words in the registered part of the domain name: internet, dot, online, new, the, my, and, u, a, v, e, i, ive, web.

Suffix: no

Whether the following suffixes succeed words in the registered part of the domain name: internet, dot, online, new, the, my, and, u, a, v, e, i, ive, web.

Brandability: high

A subjective measure of the ease with which a domain name can be branded.

Pronounceability: high

A subjective measure of the ease with which a domain name can be pronounced.

Market Relevance: low

A subjective measure of how well the search term characterize the most relevant market.

Desirability: high

A subjective measure of how desirable a domain name is based on the length, TLD, brandability, and search term.

Creation Date: 2004-10-12

The year and month that the domain name was first registered.

Incoming Links: 33,910,002

The total number of links being directed to the domain name throughout the indexed web.

Alexa Rank: 42,561

The unique rank given by Alexa to all domain names for amount of web traffic. The most visited domain name would have a rank of 1.

DMOZ Directory: no

Whether the domain name is included in the Open Directory, also known as, DMOZ.

Search Term: test

The phrase used in search engines that is most closely related to the registered part of the domain name.

Term Popularity: 1

The number of web pages on the indexed web referencing the search term.

Monthly Search Volume: 1000

The total number of times the search term is searched each month.

Cost Per Click: 10/100

A number indicating the relative cost an advertiser can expect to pay per click for the search term. The number ranges from 0 to 100, with higher numbers representing higher cost.

Commercialization: 2/100

The ease with which the domain name can be commercialized. The number ranges from 0 to 100, with higher numbers representing higher commercial potential.

Explanation of How Metrics Affect Values

Determining Value Based On Comparable Domains:

In order to determine the value of a domain and its potential sale price, we look at comparable domains to facilitate the evaluation. In order to determine if a domain name is of comparable value and can be bucketed in the same price range, they must possess similarities in domain extension, numbers of words in the domain name and marketing potential.

Importance of Branding and Marketability Potential:

More and more businesses are finding their place on the web since most consumers turn to the Internet for information so having a domain and a developed Web site is becoming even more important and necessary for sustainability.

In Internet based businesses, domain names take after the name of the company or product as most people who use the Internet to look for more information about the company or product will usually search according to the name.

Thus, it's important to have a strong branding or memorable name. Good domain names are easy to say, spell and remember which makes it easy for the user to find the Web site. Having a good domain name tied with .com, the most common domain name extension definitely plays an important factor in the value and marketability of a domain name.

E-Commerce Potential:

A domain name is even more useful and valuable if it has the potential to push online sales in the relevant areas.

We determine which industries would use the domain name for online commerce by evaluating the industry's financial potential and growth trends. Some factors we take into consideration are:

- Size of the industry and growth rate
- Current state of the industry's web presence
- Efforts towards adapting web marketing tools
- The industry's consumer behavior as it relates to web use
- Domain names' and associated terms' online presence and how it relates to online sales

Resulting Value:

The estimate of the domain value will be based on a careful evaluation based on all the above factors. It is considered to be fair market value for both buyers and sellers. However, the estimate of value and marketability can change based on market conditions, negotiations or legal issues.

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Statement of Assumptions, Limiting Conditions, Fees & Disinterest

I certify that all the information contained herein for this Domain Name Appraisal Report is accurate to the best of my knowledge. I furthermore certify that this Appraisal Report was prepared in accordance with the high standards set forth by DnDynamics.

Assessed Market Value For
TEST.COM

\$780