



HOW TO VALUE A PREMIUM DOMAIN NAME

MAIN POINTS

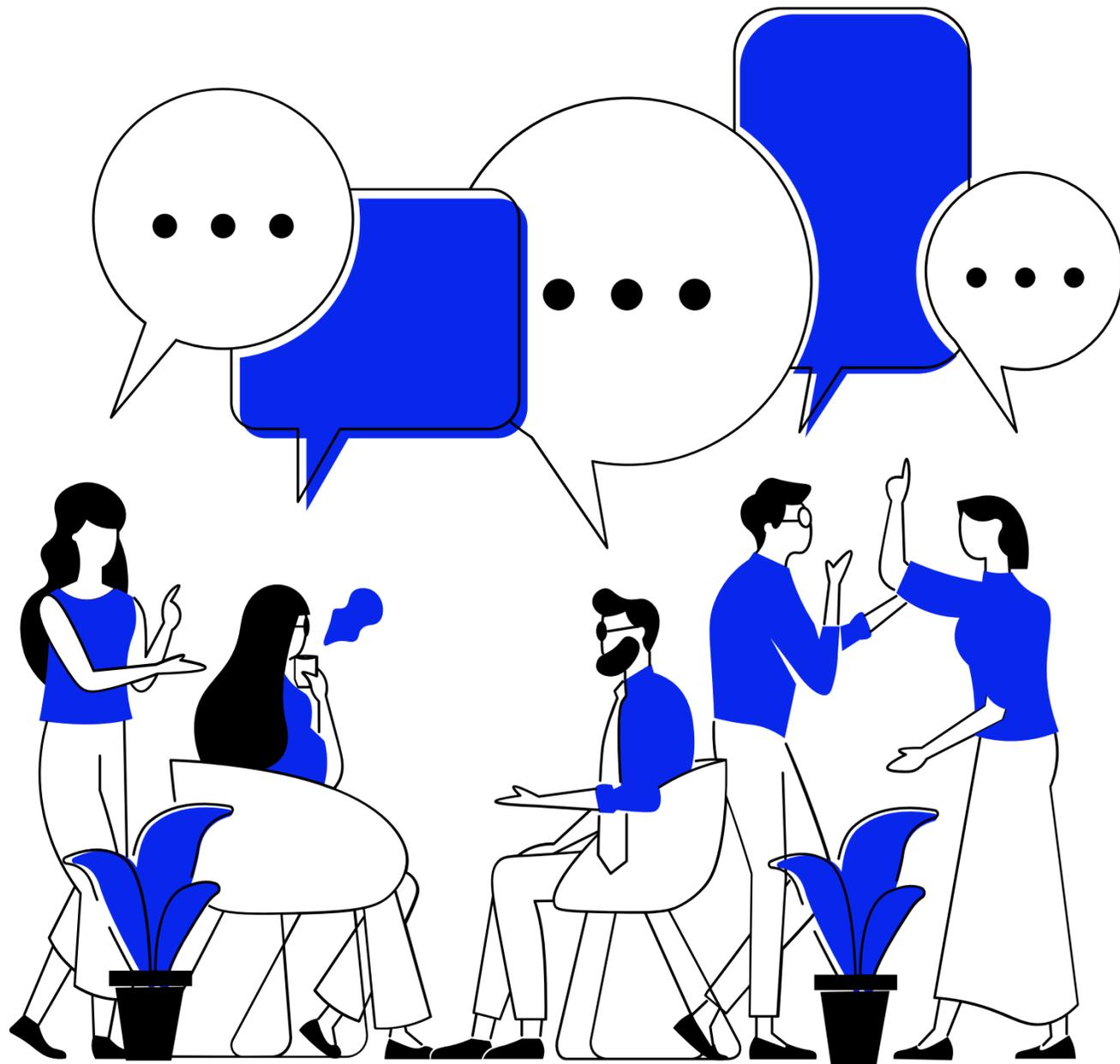
What is on the table

The value of a Premium Domain Name

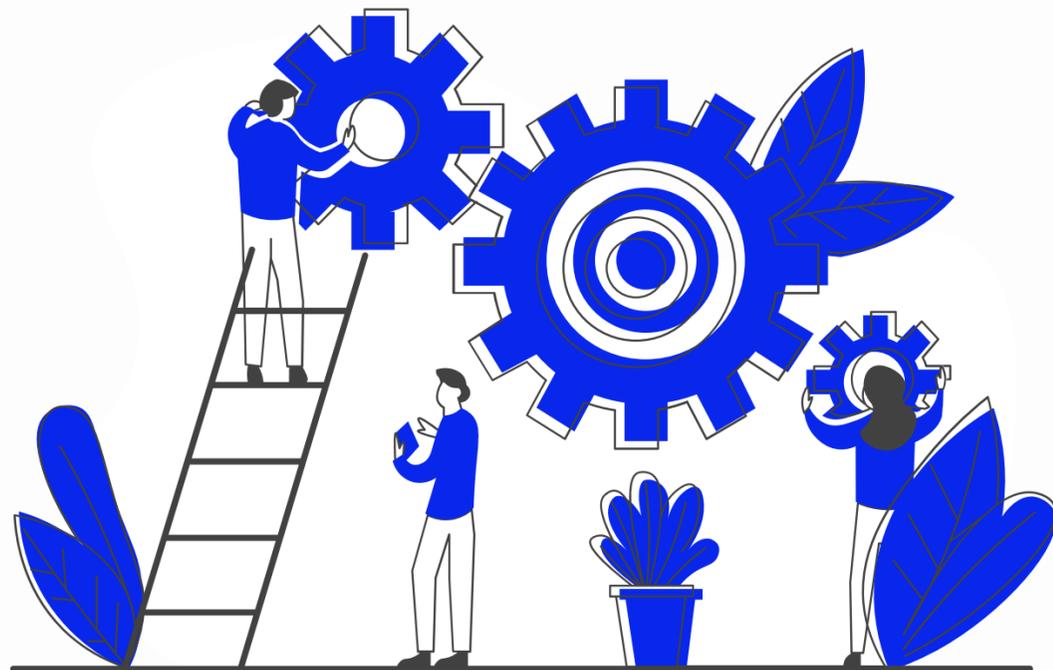
Your vision

Support

Contact details



WHAT IS ON THE TABLE



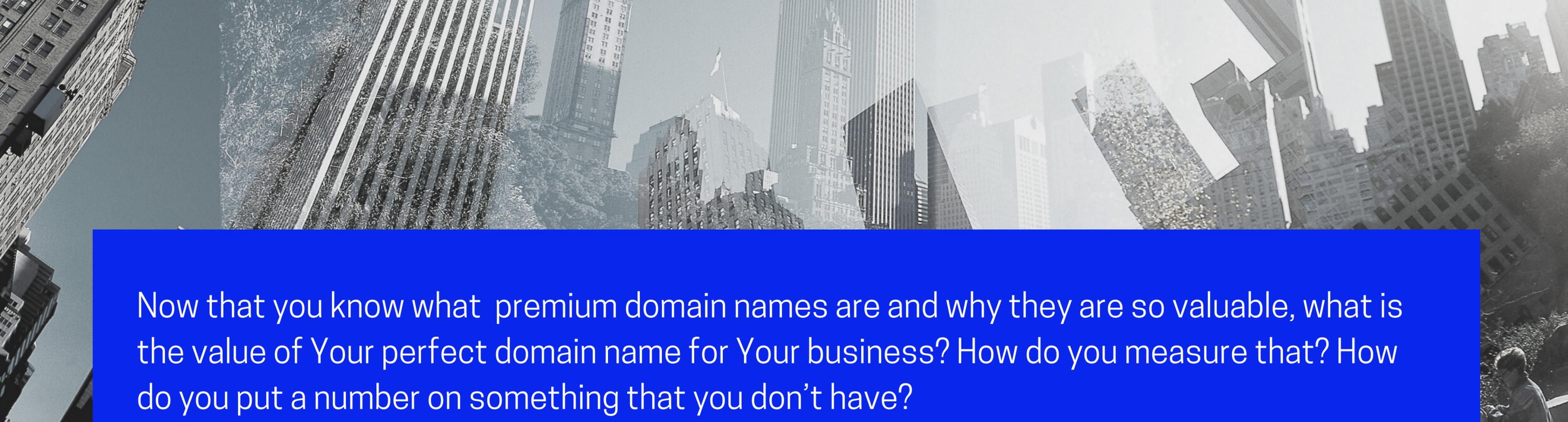
We are looking to match premium domain names with people who can extract the maximum value from those assets.

We have seen companies get 5, 10 times or more the value of their investment in short periods, when premium domains are matched with brands with the right infrastructure, vision and team to support it. Unless you are that kind of company, we may not be a good fit for you since you won't be able to justify the investment in that kind of asset.

If you are - get in touch, we are glad to discuss how we can make this a good investment for you.



HOW TO VALUE A PREMIUM DOMAIN NAME



Now that you know what premium domain names are and why they are so valuable, what is the value of Your perfect domain name for Your business? How do you measure that? How do you put a number on something that you don't have?

There is a simple way - the answer is in the question. Let's look at what does it cost you Not having your perfect domain name.

For each of the points below you can put a value estimate, taking into account the size of your business, your marketing spending and overall advertising budget.

1. BRAND PROTECTION

Imagine another business acquires your desired domain name. They now have a domain name that matches your brand name, better than your own domain.



WHAT IS AT RISK

Potential clients, partners, investors ending up on another business' site.

COST

All your advertising budget actually working for another business.

Increased marketing cost to clarify your correct web address.

Loss of credibility with potential and existing clients, partners and investors.

Lost emails.

Complete re-brand.

2. GLOBAL EXPANSION

Your domain name has a geographic extension (.co.uk, .com.au etc) and you are going global.



WHAT IS AT RISK

Customers worldwide naturally tend to trust .com. Local extensions work for local markets so you risk alienating or completely losing your audience outside of the country of origin of your domain name.

COST

Increased advertising budget to reach customers and gain their trust. Loss of traffic due to local extensions not ranking well globally in searches.

3. COMPANY GROWTH

Your desired domain name was taken, you added a word to the name so you can get a domain name that is available. Now you are stuck with that word as it defines and limits your business (think TeslaMotors.com - Tesla.com).



WHAT IS AT RISK

Brand fragmentation - different domain names for additional services and products you offer confuse your audience.

COST

Re-brand or launching a new brand - the cost of both is high and results in lost customer trust on top of all expenses.

4. MARKETING SPEND

The return you get on every dollar you spend on your brand promotion is directly related to how many clients you get out of it. The harder you make it for people to understand, remember, spell, type and pronounce your name, the more likely you are to lose them before they get there.



WHAT IS AT RISK

Losing direct traffic.

Confusing and losing customers.

Losing emails.

COST

More funds spent on advertising, since you need to work harder on making your prospects, customers, partners and investors remember your name.

Lost trust and important information in missing emails.

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Companies pay too much attention to the cost of doing something. They should worry more about the cost of not doing it.

PHILIP KOTLER
AUTHOR, MARKETING PROFESSOR, ECONOMIST AND
CONSULTANT, FOUNDER OF WORLD MARKETING SUMMIT

THINK ABOUT IT





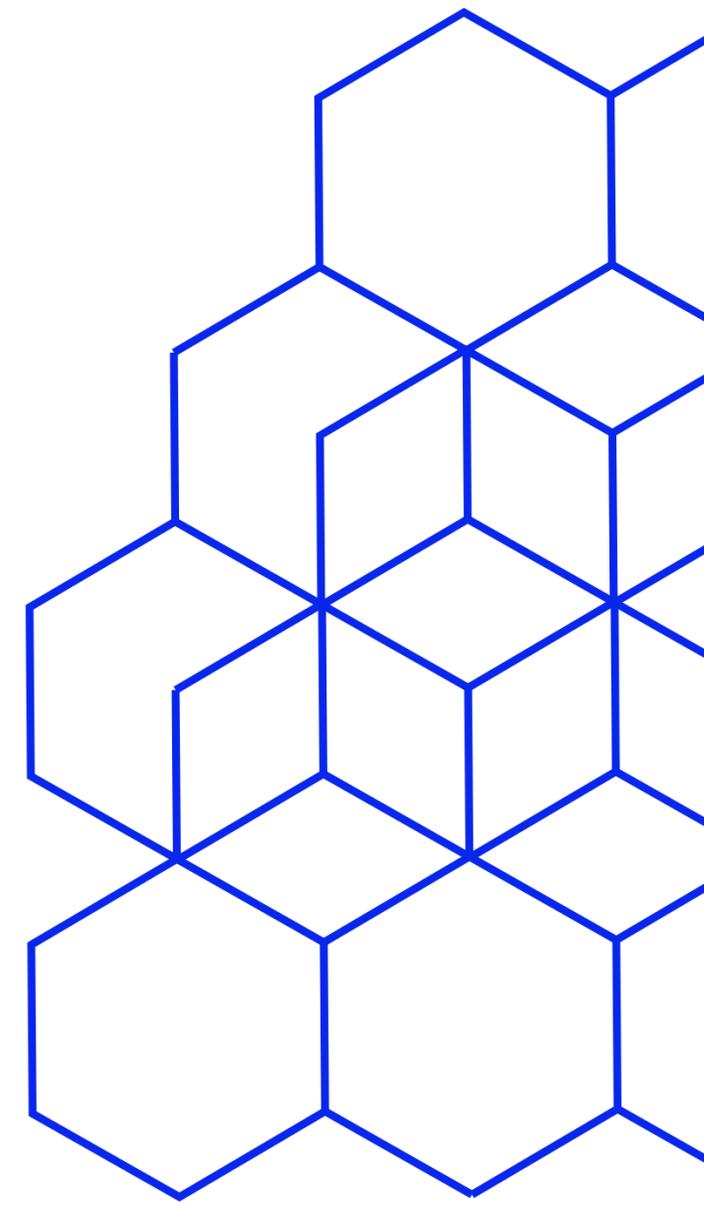
YOUR VISION

WHAT DOES YOUR DOMAIN SAY ABOUT YOUR BUSINESS?

Imagine your business in 5, 10, 20 years. Do you have the same customers, the same products? What target market are you working with? How does your domain name fit into that? What is your success worth?

Those are questions you should ask yourself when choosing a domain name for your business. If you make a choice without having clear answers to them, you are running the risk of expensive re-brand, lost customer trust, investors and partners. You are not just picking a web address.

You are making a commitment to how far are you aiming to take your business.

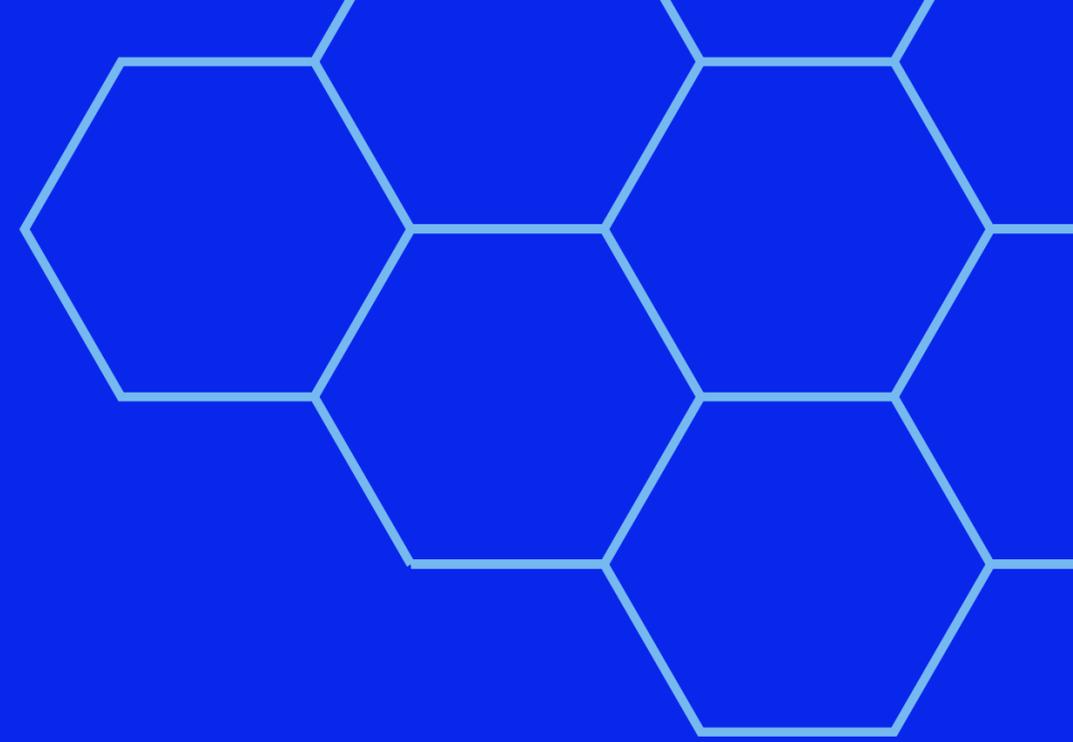


LIVING THE DREAM

Here we should bore you with examples of what your life will be with your premium domain name, how it will transform your business, get you recognition and trust, authority and praise, how your traffic will skyrocket and investors will come knocking on your door. How your staff will thank you, daily, for not having to clarify, spell and repeat the company web address over the phone or in live meetings, for all the emails they don't miss, for how they are proud to say where they work.

But we won't. You can look at just about any successful business for a proof of all that.

You can be the next.



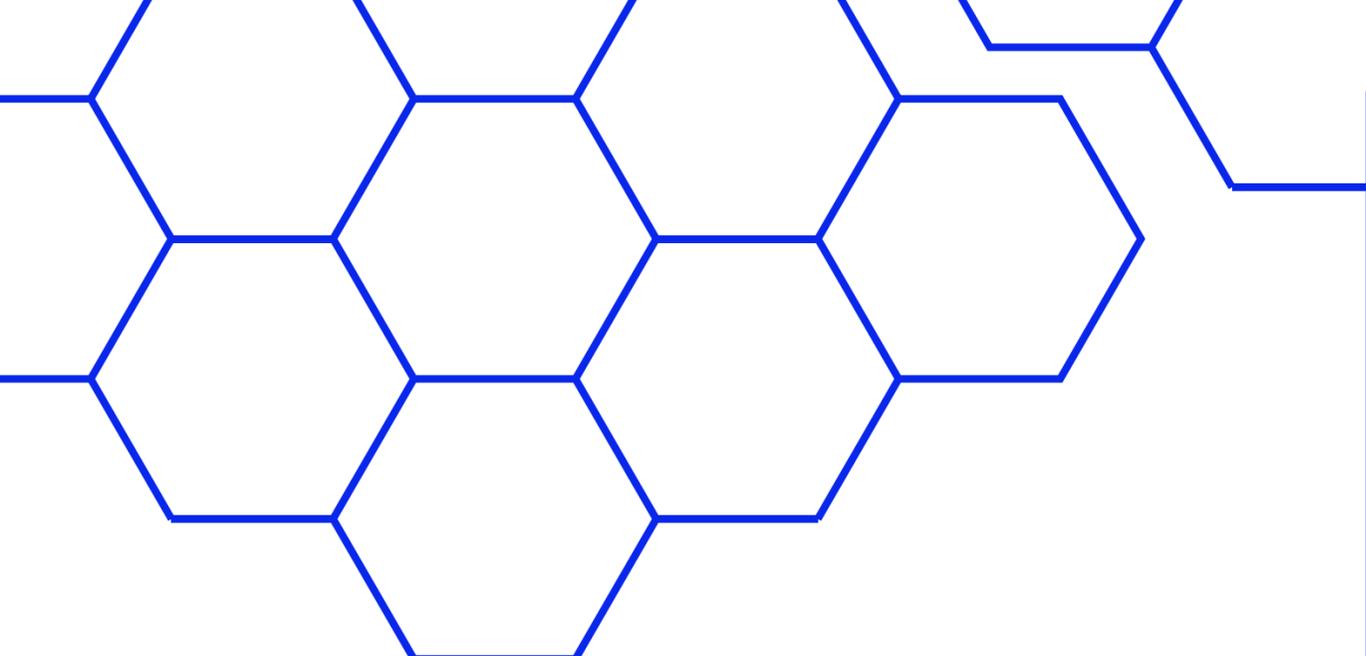
2019 PREMIUM DOMAIN SALES

VOICE.COM	US\$ 30,000,000
CALIFORNIA.COM	US\$ 3,000,000
RX.COM	US\$ 1,000,000
NURSING.COM	US\$ 950,000
OL.COM	US\$ 900,000
LINKS.COM	US\$ 797,361
MEDIDATA.COM	US\$ 600,000
BETTINGODDS.COM	US\$ 487,867
LEADS.COM	US\$ 435,000
COOKING.COM	US\$ 402,500

3 LETTER .COM SALES

ICE.COM	US\$ 3,500,000
FLY.COM	US\$ 2,890,000
ETH.COM	US\$ 2,000,000
VIP.COM	US\$ 1,400,000
DAX.COM	US\$ 500,000
DXL.COM	US\$ 1,150,000
WAP.COM	US\$ 436,000
BTC.COM	US\$ 1,000,000
QUA.COM	US\$ 459,000
WAN.COM	US\$ 800,000





SUPPORT

Financing

Financing plans are available in case you need to spread out the payment for your premium domain name over a period of time. This way you can grow your business without hurting your immediate cashflow.

Consulting

Brand and Business Consulting are provided for free to all premium domain name buyers.

Networking

Our team has decades of experience working with some of the best entrepreneurs out there and will be happy to make invaluable introductions to the right connections in your industry of interest.

PHONE NUMBER

+1(209)250-3677

[CLICK HERE TO
BOOK AN
INTRODUCTION CALL](#)

Let's Talk

