

Domain Name Appraisal

Dear Jefferis,

Thank you for the opportunity to represent you on the evaluation of your domain name. The intended use of this appraisal is to assist in the analysis of the domain name **renewlife.org** for valuation purposes. In preparing this summary, we have utilized statistics and tools from previous evaluations to determine the current and potential market value of your domain(s). This appraisal will give the owner and prospective buyers an accurate and professional evaluation based on the most current market data available in the domain industry.

It is the professional opinion of Sell-my.com Holdings Ltd. that the current market value of your domain **renewlife.org** should be set at a minimum of **\$2,400.00 USD**. Thank you for the opportunity to appraise your domain name. We appreciate your business.

Appraisal For: Jefferis Peterson
111 S. Magnolia Drive
Butler, PA
US 16001

Domain Appraised: **Renewlife.org**

Date Submitted: Aug 24, 2004

Date Completed: Aug 25, 2004

Evaluation Summary

<u>Criteria</u>		<u>Score</u>
Marketability		<i>Fair</i>
Name Length		<i>Good (9)</i>
Brand Recognition		<i>Good</i>
Development Value		<i>Good</i>
Dot. Value		<i>Fair (.org)</i>
Site Traffic		<i>Fair</i>
Revenue		<i>None</i>
Current Market Value	Min.	\$2,400.00
Potential Market Value	Max.	\$7,200.00 USD plus

We thank you for this opportunity to serve you and look forward to working with you in the future!

Sell-my.com Support Team

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How your domain name is evaluated

Marketability

Is the name easy to remember? Do you have to spell it for someone?

The marketability of a name is the most important feature of the domain name due to its perceived use in the market. Companies look to brand themselves using their Internet address and therefore look primarily to the names that will give them the competitive edge.

If the domain name is well defined and the targeted market is easily identified by the name alone, this makes the property extremely marketable and thus highly valuable. The overall market potential of the name and its ability to create traffic and revenue to the business determines the value of the domain name.

Name Length

The shorter the better! Single words are considered better than multiple words. The shorter the domain name means it's easier to enter and remember. The number of words will reduce score.

<i>1 - 5 characters</i>	<i>Excellent</i>
<i>6 - 10 characters</i>	<i>Good</i>
<i>11 - 15 characters</i>	<i>Fair</i>
<i>16 + characters</i>	<i>Poor</i>

Brand Recognition

Brand recognition is key to the evaluation process. Simple, familiar words are generally more attractive than complicated, hard to spell words, and short catchy names in attractive industry segments are also valuable.

Development Value

The value of a property is based on the ability to use the property. When looking at the development value of the domain name, can this name be built into an instantly recognizable site, whose name describes the goods and services provided.

Dot. Value

The market gives far greater valuations to dot-com's than dot-net's, dot-org's and any other of the several major Top Level Domains (TLDs). At this time, the dot-com extension receives the highest rating in this category. The dot-net's are valued at 20 percent of the dot-com extension. All other TLDs range from good through poor.

Traffic and Revenue

The basis for any successful web site is its ability to generate business. Web sites that are receiving traffic are preferred over those without. Sites producing revenue are even more attractive. The bottom line is the number of *page views per day* and the number of visitors generated each month. This is the major factor in determining a domain name value.

Page Views per Day

<i>5,000 +</i>	<i>Excellent</i>
<i>500 - 4,999</i>	<i>Good</i>
<i>1 – 499</i>	<i>Fair</i>
<i>None</i>	<i>Poor</i>

The size of the e-commerce potential varies greatly with each industry. Some industries have huge potential for e-commerce transactions and positioning within a particular industry will impact and possibly reduce the final score.

[Sell-my.com Holdings Ltd.](#)

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