



# APPRAISAL FOR PRESENTING.COM

## 1. Top Level Domain

The Top Level Domain (TLD) or domain extension (e.g., .com, .net, .co.uk, etc.), has considerable influence upon the value of a domain name. However, not every TLD suits every term, nor does it suit every market.

The domain name presenting.com is comprised of an English term and the all-purpose .com TLD. This tends to positively influence the value of the domain name.

The .com TLD has come to be synonymous with business on the Internet and it carries a higher level of prestige and reduces the risk of traffic diversion to other extensions. For these reasons, most businesses prefer to use a .com domain name for their online presence. In turn, this results in .com domain names having significantly higher values than domains with other TLDs.

The .com domain has the advantage that it may not only be used in the English-speaking world, but in countries worldwide. This is particularly relevant in countries which have strict guidelines for the allocation of country TLDs like France (.fr) or Norway (.no). The resulting international shortage of quality .com names leads to prices considerably higher than for any of the other TLDs.

## 2. Length and Retention

The domain name presenting.com is relatively short (10 letters). With a name of 10 letters, however, you are unlikely to see a large positive or negative impact in the domain's value due to the length factor. Our research has shown that shorter domain names (from 2-7 letters) tend to be the most valuable, while domain names over 10 letters long are worth slightly less. Long names of more than 20 letters become unwieldy and are worth only a fraction of the value of a shorter name.

The term is easy to remember. The easiest domain names to remember tend to be those that consist of a single real word or a popularly-used expression. Because "presenting" is a common real term, this domain has the potential to capture user mindshare with only minimal marketing support.

## 3. Linguistic and Phonological Suitability

From a linguistic point of view, the domain name presenting.com is considered valuable as it is a meaningful single word in the English language. Due to the inherently limited number of meaningful words in the English language, as well as the relatively advanced state of Internet development in the English-speaking economies, these tend to be the most valuable category of domain names.

## 4. Typing Error Sensitivity

Companies often have a range of domain names that they might use to establish their online presence. This is commonly referred to as a domain portfolio. As a result, a company should try to acquire all possible variations, spellings and combinations of its name and its products' names. In



many instances however this has not been the case, and holes in domain portfolios have been tolerated. Not surprisingly, these holes can cause traffic diversion. In practice, companies which only register one variation of a name (as opposed to registering every variation possible) experience substantial loss of visitors due to users being lead to incorrect domain names.

The two primary reasons for traffic diversion are typos and use of the wrong TLD. To prevent the former, a domain should be easy to spell and be as short as possible. To prevent the latter type of traffic diversion, a domain should use the appropriate TLD for its target market. For example, a UK-based business should use the .co.uk extension and a German company a .de TLD.

The domain name presenting.com is resistant to traffic diversion as it is relatively easy to spell and uses the dominant .com extension. This has a positive impact on domain value.

## **5. Legal Situation**

Legal requirements and jurisdiction have a deciding influence upon the registration and sale of domain names. As long as there are no current disputes over domains comprised of trademarked or fancifully-coined terms, legal problems do not usually occur.

If the ownership status of a domain name is under dispute due to potential trademark conflicts, this will have a severe and negative impact upon the domain name's value. Likewise, if the domain could be susceptible to future trademark disputes, or has been a subject of disputes in the past, this could also negatively impact the domain's value.

The domain name presenting.com can be categorized as a generic or descriptive name. Because trademarks granted on generic terms are less restrictive than those granted on unique terms, generic domain names are generally less susceptible to ownership disputes arising from a trademark conflict than are brandable, non-generic domain names. However, problems have arisen in certain cases. Because of this, you should consider consulting a qualified trademark attorney if you are unable to determine definitively whether or not the domain infringes upon pre-existing trademarks.

## **6. International Usage**

A domain's ability to be used internationally is a valuable asset. Though not imperative, it does considerably increase the value of a domain. Both language and TLD influence the suitability for international usage.

Due to its .com ending, presenting.com is suitable for international use. .Com domains are used not only in the United States, but also in many countries around the world where use of the country-TLD is restricted or uncommon. This ending has a very favorable effect on the value of a domain name. The .com TLD has achieved great recognition around the world as a symbol for the Internet.

## **7. Estimated Value**

Based on our analysis of this domain, we conclude the following: the estimated value of presenting.com is:

\$11,500 USD



The estimated figure is based on factor analysis, and it is the value which we consider to be a fair price for both buyers and sellers. This price is subject to market conditions, negotiations and legal issues such as trademark rights. The value of this domain name, including its ability to be marketed effectively, may be increased by following the guidelines for positive domain valuation as specified in this report.