



John Doe

Johndoe@aol.com

## DOMAIN APPRAISAL REPORT

### Domain Kiwi.com

Dear Customer,

Thank you for using Secret Brokerage Domain Appraisal service.

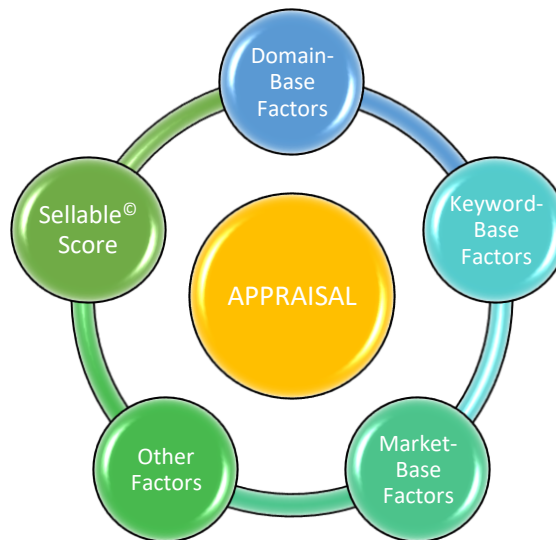
Your detailed domain appraisal is ready. The domain market is changing so fast. It is easy to manipulate and, it's a market that depends on the current state of the economy. Therefore, it's not possible to determine the exact value of a domain name. That's the reason we provide two different appraisals (Wholesale Price and Retail Price). These appraisals are subject to change based on unexpected market conditions, buyer and seller motivations, and any legal limitations on the lawful use of the domain. Although we use a lot of data available for our appraisals, Secret Brokerage cannot guarantee the purchase or sale of Kiwi.com domain name at the appraisals determined.

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## Appraisal Index

Domains are the backbone of the Internet. They serve as the front door, identity, brand, and much more for businesses, organizations, individuals, and entities worldwide.

When looking at a domain like any other good or service, there are levels of quality and matrix that determine the value of the domain.



Some of these determining factors may or may not be applicable in determining the value of Kiwi.com.

### 1. Domain-Base Factors

#### 1.1. Category

Kiwi.com is a generic domain name. Generic domain names and most importantly, one-word generic domain names are the most valuable portion of all domain names registered.

#### 1.2. Extension

Kiwi.com is a top-level Domain (TLD) that happens to be the most commonly used, and most valuable of all of the top-level Domains. Following behind .COM, are .NET, .ORG, .DE, .CA, .CO.UK etc. The number of .com registrations dwarf that of the other extensions listed above, and their secondary market sales pale in comparison.

The highest documented .com sale is Voice.com for 30,000,000 USD where the highest .Net (Mobile.net) ever reported is 500,000 USD, and the highest .ORG sale ever reported (Poker.org) was 1,000,000 USD.

It is easy to deduce that .COM is the most desirable extension for the use and purposes of Kiwi.com.

### 1.3. TLD Count

TLD count for a domain name mostly shows how popular the keyword and/or the phrase is in the online world. When we go deeper for the “Kiwi” keyword, we see that 325 other extensions are registered such as Kiwi.net, Kiwi.cn, Kiwi.info, Kiwi.top, Kiwi.it, etc. This number shows that the demand and popularity of “Kiwi” keyword is extremely high.

### 1.4. Domain Age

Kiwi.com was registered on June 23, 1994, and that means the domain is over 26 years old. Domain age is not very important on appraisals, but keep in mind that older domains tend to have more authority and may be more valuable than the newer domains.

Domain Name	Registration Date
Sex.com	October 18, 1995
ToothBrush.com	December 4, 1995
Cars.com	February 12, 1998
WebHosting.com	August 26, 1998
Jobs.com	June 24, 1997
Student.com	August 29, 1998
Weather.com	August 4, 1994

### 1.5. Type-in Traffic & Revenue

Kiwi.com is not a parked domain. Parking a domain is a service provided where a company will put specific advertisements that pertain to the subject of the domain. The highest paying keywords are based on the geo-location of the visitor and time of day that would determine what is currently being offered on the parked page. When a visitor goes a parked page and clicks on such search terms and or links, the owner of that domain is paid a portion of the Pay Per Click Advertising Revenue. The total number of visitors in a given month is called traffic.

To create a valuation based on this model, one would take the average earnings over a period of three to six months and multiply that by a determined number of months. In this particular case being a premium generic domain, between 48 and 84 months, would be the most common length of time.

It must be noted when selling domains of this quality, premium value; this approach would not be applicable and does not provide a fair market value of the domain. The value determined would be far less than true fair market value. This method would not be recommended for Kiwi.com.

## 2. Keyword-Base Factors

### 2.1. Length

Kiwi.com is a 4-letter, 2-syllable, easy to spell, easy to remember and a short domain name. Many large and small businesses have used short domains to further support their business, grow it, or allow those market leaders to remain at the top of their industries.

Some of the examples of those would be:

Tuna.com	Burn.com	Sink.com	Candy.com
Bear.com	Coffee.com	Tower.com	Open.com

Along with Kiwi.com these domains:

- Make the company, brand, or service more memorable.
- Create Loyalty through Recognition.
- Establish Brand and Product Authority.

### 2.2. Industry

The biggest advantage of generic domains is that they can be used anywhere the owner would like to. Take a look at Apple.com, Amazon.com, Platinum.com, Ghost.com, etc. The list goes on and on. Therefore, Kiwi.com can be used for any business without any limitations.

### 2.3. Memorability and Radio Test

The radio test for a domain name checks if people can spell a domain name when they hear it. They need to be able to type in your domain in order to visit your website, so it's critical that your name is memorable and easy-to-spell.

The term "radio test" gets its origin from hearing a domain name on the radio. You might be asking, "Does anyone listen to the radio anymore?" That's a good question. But think of the radio test as more than just the radio. Think about:

- If you tell someone about your new site while you're at a coffee shop
- Word-of-mouth referrals to your web address
- Talking about your website on a podcast
- Giving someone your email address (that contains your domain name) over the phone

In all of these cases, if someone can't easily spell your domain name, it can result in lost traffic or misdirected emails.

The test is very straightforward. If you hear Kiwi.com, would you be able to spell it? The answer is yes and Kiwi.com passes the test.

## 2.4. Brandability

Brandable domains are catchy words/phrases that businesses use to establish their online presence. There are lots of differences between brandable domains and generic domains and exact match domains but, the most important difference is, brandable words/phrases can't be found in dictionary. The level of brandability goes down if you must explain the domain name (Or the keyword/keywords), including the extension, with more than a sentence.

Kiwi.com, alongside being a generic domain name, has the highest level of brandability as it's a short, memorable, a dictionary word and a .com domain name.

## 2.5. Search Volume

The search volume of a domain is a strong determining factor of the popularity of the specific keyword of the domain. According to Google the term "Kiwi" is searched between 1,000,000 – 10,000,000 times per month by those who use their services. That's a huge number, and this does not even include any of the other search engines.

## 2.6. Trends

The trend of a keyword is another important factor of the keyword-base factors. It is important to understand and follow the trends to appraise and determine a pricing of a domain name properly.



*5-year trends for "Kiwi" keyword*

It can be seen that the trend of "Kiwi" keyword is stable for the last 5 years and that's a good sign when it comes to the domain name appraisal.

## 2.7. Universal Use

The term “Kiwi” in the English language does engage in all of important points and is been mostly used in lots of countries as well. A domain such as Kiwi.com can be easily marketed, used, and implemented across the world for almost all kinds of businesses.

## 3. Market-Base Factors

### 3.1. Past Comparable Sales

Domain Name	Price	Date
Fish.com	\$1,000,000.00	2000
Rock.com	\$1,000,000.00	2000
Purple.com	\$900,000.00	2017
Cover.com	\$825,000.00	2017
Rate.com	\$725,000.00	2016
Carrot.com	\$565,000.00	2019
Wave.com	\$420,000.00	2016

### 3.2. Domains Listed for Sale

There are millions of domains listed for sale in the domain market at the moment. Some of them priced fairly, whereas others priced to win the lottery. Therefore, current domains listed for sale and their prices are not a significant factor in appraising Kiwi.com. However, reasonably priced domains that are currently for sale might help us to calibrate our appraisal.

Domain Name	Price
Sushi.com	\$1,500,000.00
Town.com	\$999,999.00
Olive.com	\$780,500.00
Pale.com	\$780,000.00
Lobby.com	\$750,000.00
Beep.com	\$670,000.00
Feast.com	\$550,000.00
Left.com	\$500,000.00

## 4. Other Factors

### 4.1. Economic, Government, Legal, Environmental and Physical

These five determining factors can range from specific types of regulations put on specific industries, changes in social-economic factors, news, or changes to the markets. In the specific case of Kiwi.com the only outside forces effecting value is the constant change to e-commerce that the online content industry is being affected by. It brings up questions such as: Will the USA Government and/or other governments create regulations to stop buying/selling domains or to stop entire online businesses? Could these cause the value of this domain to change? These cannot be determined, and thus will not be counted in the valuation of Kiwi.com. An example where these factors could greatly affect the value of a domain would be in the area of Electronic Cigarettes or E-cigarettes for example: If there was legislation banning the sale of E-cigarettes online that would greatly affect the value of ECIG.com.

## 5. Sellable© Score

Sellable© is a numeric score (between 1-100) that shows the sales potential of a domain name. Sellable© uses many different data points to calculate the Sellable© score\*. Your Sellable© score is a prediction that shows whether a domain is easy or hard to sell with the right price. Higher score means higher sales potential.

The Sellable© score for Kiwi.com is 100. This means, Kiwi.com is guaranteed to sell when it is listed for sale with the right price.

*\*Please note that Sellable© only shows a prediction of the sales potential of a given domain name with correct pricing. Pricing your domain name is your own responsibility.*

## Conclusion

Kiwi.com is a premium generic domain and it might easily offer goods, content or services in a product. The term “Kiwi” will be here long after compared to a technology, fad or anything that is not constant. Consumers prefer online content, service and shopping platforms for almost everything, and there is only but a few highly premium generic domains such as Kiwi.com available in the most valuable well-known extension. Because of this notion and the criteria mentioned above, Kiwi.com is worth between **200,000.00 USD – 250,000.00 USD** at **wholesale price** and between **2,000,000.00 USD – 2,500,000.00 USD** at **retail price**.

Best regards,

**SecretBrokerage.com**