

Prepared for

Client name redacted

client@example.com

Prepared by

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SAMPLE DOMAIN APPRAISAL REPORT

Domain: ████.com

Dear Customer,

Thank you for using the SecretBrokerage domain appraisal service. Your detailed appraisal of ████.com is ready.

The domain market moves quickly, depends on the state of the economy and can be distorted by thin or unreported data. No appraisal can fix the exact price a domain will sell for. For this reason, we report two values: a Fair Market Value and a Wholesale Market Value, both defined in Section 1. Both are opinions as of the valuation date and may change with market conditions, buyer and seller motivations, and any legal limits on the lawful use of the domain. Although our appraisals draw on extensive market data, SecretBrokerage cannot guarantee the purchase or sale of ████.com at the values stated in this report.

Domain	████.com
Valuation date	October 23, 2026
Fair Market Value	**US$2,000,000 – US$2,500,000**
Wholesale Market Value	**US$200,000 – US$250,000**
Appraiser	Arif Sengoren, Founder, SecretBrokerage.com

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1. Purpose, Scope and Definitions of Value

Purpose. This report gives the client an independent opinion of the market value of ████.com, to support decisions on pricing, sale, purchase or portfolio management. It is not prepared for tax reporting, litigation or financial-statement purposes.

Intended users. The client named on the cover and the client's professional advisors.

Valuation date. October 23, 2026. All values are as of this date.

Definitions of value.

- **Fair Market Value:** the price the domain would most likely bring when sold to an end user after reasonable exposure to the market, between a willing buyer and a willing seller, both reasonably informed and neither under pressure to act.
- **Wholesale Market Value:** the price the domain would most likely bring in a short time when sold to domain investors or resellers, without end-user marketing. It reflects the value of immediate liquidity.

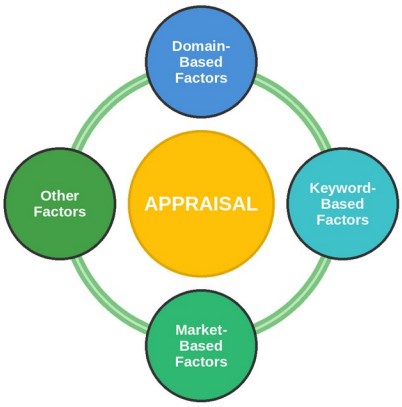
Why two values. The gap between the two values is the price of time. An owner who can wait for the right end user can expect a price near Fair Market Value. An owner who needs liquidity quickly should expect a price near Wholesale Market Value. For premium domains, wholesale prices are typically a fraction of end-user prices.

Scope. We reviewed registration data, the domain and its keyword, search interest, comparable completed sales and other market factors described in Sections 2–6. The values combine this data with the appraiser's professional judgment from close to two decades of brokering and valuing premium domains.

2. Appraisal Index

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

Like any other asset, domains come in levels of quality, and a set of factors determines their value. Some of these factors may carry more or less weight in the case of ████.com.



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3. Domain-Based Factors

3.1. Category

[redacted].com is a generic domain name. Generic domains, and above all one-word generic domains, are the most valuable segment of all registered domain names.

3.2. Extension

[redacted].com is registered in .com, the most widely used and most valuable top-level domain (TLD). .com is followed by .net, .org and country-code extensions such as .de, .co.uk and .ca, but .com registrations far outnumber all of them, and its secondary-market prices are far higher.

The highest publicly reported domain sale to date is AI.com, sold for US$70,000,000 (the sale closed in 2025 and was announced in February 2026). Record prices in other extensions are a small fraction of this figure.

.com is clearly the most desirable extension for the use and purposes of [redacted].com.

3.3. TLD Count

The TLD count shows how popular a keyword is online. The keyword "[redacted]" is registered in 325 other extensions, including [redacted].net, [redacted].cn, [redacted].info, [redacted].top and [redacted].it. This indicates that demand for the keyword is extremely high.

3.4. Domain Age

[redacted].com was registered in the mid-1990s, making it over 30 years old. Domain age is not a major factor in appraisals, but older domains tend to carry more authority and may be more valuable than newer ones. For reference, some well-known domains registered in the same era:

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

3.5. Type-in Traffic & Revenue

[redacted].com is not a parked domain. Parking is a service in which advertisements related to the subject of the domain are shown on its page. When visitors click on these ads, the owner earns a share of the pay-per-click revenue. Earnings depend on the volume of visitors (traffic), their location and the advertisers bidding on the keyword.

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A valuation based on this model takes the average monthly earnings over three to six months and multiplies it by a number of months, typically 48 to 84 for a premium generic domain.

For domains of this quality, this approach does not provide a fair market value. Premium one-word domains are bought for their brand value, not their advertising income, so the result would be far below true market value. This method is therefore not used for [redacted].com.

4. Keyword-Based Factors

4.1. Length

[redacted].com is a four-letter, two-syllable domain that is short, easy to spell and easy to remember. Large and small companies use short domains like these to support and grow their business and to stay at the top of their industries. Examples include:

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

Like these names, [redacted].com:

- makes the company, brand or service more memorable;
- creates loyalty through recognition;
- establishes brand and product authority.

4.2. Industry

The biggest advantage of generic domains is that they can be used in any field the owner chooses, as Apple.com, Amazon.com, Platinum.com and Ghost.com show. [redacted].com can be used for any business without limitation.

4.3. Memorability and Radio Test

The radio test checks whether people can spell a domain name after hearing it. Visitors need to be able to type a domain to reach the website, so a name must be memorable and easy to spell.

The term comes from hearing a web address on the radio, but the test applies to every spoken mention:

- telling someone about your website in a coffee shop;
- word-of-mouth referrals;
- mentioning your website on a podcast;
- giving out your email address over the phone.

In each case, a name that is hard to spell means lost traffic or misdirected emails. If you hear "[redacted].com", can you spell it? Yes, and [redacted].com passes the test.

4.4. Brandability

Brandable domains are catchy words or phrases that businesses use to build their online presence. Unlike generic and exact-match domains, brandable names are usually not found in the dictionary. Brandability drops when a name, including its extension, takes more than a sentence to explain.

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[redacted].com has the highest level of brandability: it is a short, memorable dictionary word in .com, and it is also a generic name.

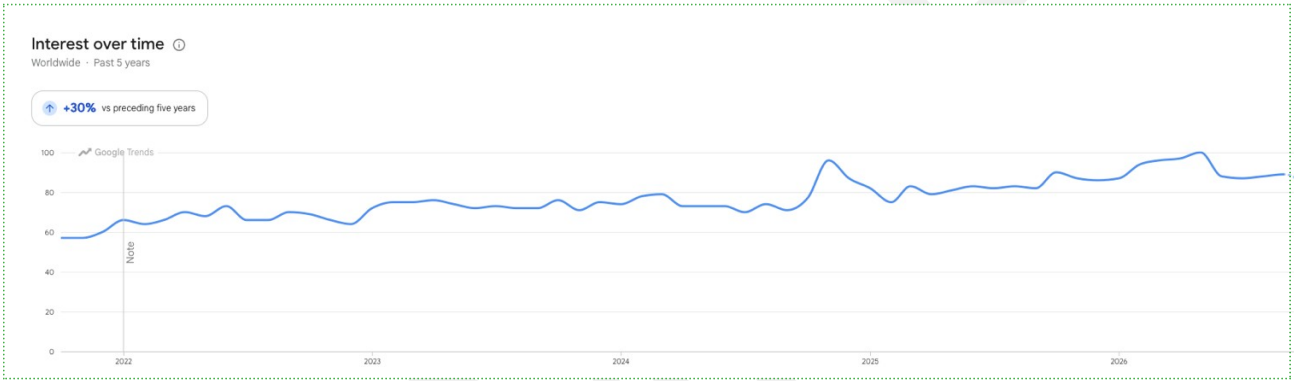
4.5. Search Volume

Search volume shows how popular a domain's keyword is. According to Google, "[redacted]" is searched 1,000,000–10,000,000 times per month, not counting other search engines.

These figures measure interest in the word itself (its everyday meanings and brands using the name). They are not visitors to [redacted].com.

4.6. Trends

The trend of a keyword is another important keyword-based factor. Following trends is essential to appraising and pricing a domain correctly.



Interest in the keyword "[redacted]" has been stable over the past five years, a positive sign for the appraisal.

4.7. Universal Use

"[redacted]" is understood throughout the English-speaking world and is widely recognized in many other countries. A domain such as [redacted].com can be marketed, used and implemented worldwide by almost any kind of business.

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5. Market-Based Factors

5.1. Past Comparable Sales

The premium .com market has strengthened considerably in recent years. Over the last three to four years, many sales in the US$5–10 million range and a notable number of eight-figure sales have been reported, led by AI.com at US$70,000,000. Selected completed sales of one-word .com domains:

Domain Name	Price (US$)	Year
Rocket.com	14,000,000	2024
Club.com	10,000,000	2025
Green.com	7,500,000	2026
Clarity.com	3,500,000	2026
Fuse.com	2,129,509	2025
Hurt.com	1,500,000	2023
Midnight.com	1,150,000	2026

6. Other Factors

6.1. Economic, Government, Legal, Environmental and Physical

These factors range from regulations on specific industries to changes in social and economic conditions, news and markets. For [redacted].com, the only outside force affecting value is the constant change in e-commerce and online content. Will governments regulate the buying and selling of domains or restrict online businesses, and could this change the value of the domain? These questions cannot be answered, so they are not counted in the valuation of [redacted].com.

Where such factors apply, they can change value greatly. For example, legislation banning the online sale of e-cigarettes would greatly affect the value of ECIG.com.

7. Assumptions and Limiting Conditions

1. The client holds clear title to the domain, free of liens, disputes or undisclosed agreements.
2. Data from public sources (registries, sales databases and search tools) is assumed to be accurate and has not been audited.
3. The values are as of the valuation date. Changes in the market, the law or the owner's actions after that date are not reflected.
4. This report gives no legal opinion on trademark rights or the lawful use of the domain.
5. This report does not guarantee a sale at the stated values.
6. The appraiser has no interest in the domain, and the appraisal fee does not depend on the values concluded.
7. This report is prepared for the client. It may be shared with the client's professional advisors; any other distribution requires SecretBrokerage.com's prior consent.

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Conclusion

[redacted].com is a premium generic domain that can carry any product, service or content. The word "[redacted]" will outlast any technology or trend. Consumers turn to online content, services and shopping for almost everything, and very few domains of this quality exist in the most valuable extension. Based on the factors in this report, the appraiser's opinion of value for [redacted].com as of October 23, 2026 is:

Fair Market Value	Wholesale Market Value
US$2,000,000 – US$2,500,000	**US$200,000 – US$250,000**
Sale to an end user after reasonable market exposure	Quick sale to domain investors or resellers

About the Appraiser

Arif Sengoren is the founder of SecretBrokerage.com, a buyer's brokerage for premium domain names serving clients in the United States, Europe, Turkey and the UAE. He has close to two decades of experience in the domain industry and has closed close to US$20 million in domain sales. He was included in DNJournal's State of the Industry expert panel in 2024, 2025 and 2026.

Best regards,

Arif Sengoren
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October 23, 2026

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