

**From:** "Afternic.com" <help@afternic.com>  
**Subject:** Research Domain Name Appraisal from Afternic.com - ukweb.com  
**Date:** January 7, 2004 1:22:22 PM PST  
**To:** lvholmesuk@yahoo.co.uk



Domain Name Appraisal Summary	
<b>Domain Name:</b>	ukweb.com
<b>CMV:</b>	\$ 7,100.00
<b>PMV:</b>	\$ 15,900.00
<b>Date Completed:</b>	JAN 7/2004

The following is your domain name appraisal for the domain name, ukweb.com completed on JAN 7/2004.

Your domain name has been appraised based on its performance in four categories: [Commercial Development Potential](#), [Recognition](#), [Length](#) and [Extension Value](#) (click on any of these categories for more information).

The average mark from these categories is then compared to both recent comparable sales values and, more importantly, the particular market referenced by the domain name (e.g books, books about dogs, books about cocker spaniels, etc.).

**ALL VALUES STATED ARE IN US DOLLARS.**

From this is derived the CURRENT MARKET VALUE (CMV) and the POTENTIAL MARKET VALUE (PMV) of your domain name.

- The CMV is the amount which would be considered fair if neither buyer nor seller are unduly motivated.
- The PMV is what you may expect if your name were to meet up with ideal market conditions (e.g. non-trademark infringing and essential for particular market) .

We do not perform trademark searches as part of the appraisal process, and each name is valued on its own merits.

These values do NOT guarantee that your domain name will automatically fetch either your CMV or your PMV, however they are qualified parameters of expected value in either scenario.

The following is your detailed appraisal.

ukweb.com	
<b>Commercial Development Potential:</b>	38/50
<b>Recognition:</b>	35/50
<b>Length:</b>	44/50
<b>Extension Value:</b>	50/50
<b>CMV:</b>	\$ 7,100.00
<b>PMV:</b>	\$ 15,900.00
<b>Notes:</b> An estimated 190,200 searches each month.	
<b>APPRAISAL CODE:</b>	nic293074

We can make no guarantee as to the final selling price for your domain which may be higher or lower than the above values

**TIPS FOR SELLING YOUR DOMAIN NAME**

- Include the fact that you've had your name appraised. It lets potential buyers know that a third-party has assisted in estimating the value
- Feel free to use all or part of your appraisal notes
- Always have your domain names pointed somewhere. When someone types in your domain name, have it point to your auction page, your domains for sale site or even a one-page site with your contact information.

## DEFINITION OF RELEVANT TERMS

**Commercial Development Potential** - this category reflects the ability of your domain name to be used as a brand, redirect, campaign address, etc..

**Recognition** - in relation to our appraisal process, this refers to both market recognition and recall value. In plainer terms, is your name relevant to the market and is it easy to remember

**Length** - in most cases shorter is better, however a longer more obvious name can sometimes score higher than a short classified-ad contraction style domain

**Extension Value** - this category refers to the .COM part of your domain name. Currently .COM names still command the highest values followed by .NET, some national domains and .ORG's.

Thank you for your business and we wish you the very best of luck with your domain names.

**Afternic.com**

[www.Afternic.com](http://www.Afternic.com)

---