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Domain fendervendor.com

Dear Mr Hogwood,

Thank you for ordering a domain appraisal from Sedo! I have attached a copy of the assessment in PDF format for your review. Please make sure that you have the latest version of Adobe's Acrobat Reader installed on your computer prior to viewing the report (a free copy of this software is available at www.adobe.com).

Please keep in mind that despite the great care and attention that has been taken in this assessment, we cannot guarantee that the domain can be bought or sold at the estimated price. It is impossible to determine a universal or definitive value due to the intrinsically volatile nature of market conditions and overall demand.

If you haven't already done so, I would suggest listing and parking your domain with Sedo. These are the most effective means of generating additional offers, revenue and exposure for your domain. Best of all, it costs you nothing! To learn more about these free services, please visit our website at: <http://www.sedo.co.uk/services/parking.php3?language=e>.

In the event that you have already reached an agreement to sell, Sedo would be happy to assist you with the domain escrow and transfer process. Sedo is one of the most trusted and secure escrow services in the industry, so you can be confident that the integrity of your transaction will be preserved. To learn more about our escrow and transfer services, please visit our website at: http://www.sedo.co.uk/services/s_escrow.php?tracked=&partnerid=&language=e

Thank you again for your time and patience, and thank you for choosing Sedo!

Best Regards,

Your Sedo Team
www.sedo.com



APPRAISAL FOR FENDERVENDOR.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 fendervendor.com is comprised of a made-up term and the all purpose .com domain. This has a positive influence on the value of a domain. One of the advantages of the .com domain is its widespread usage both in countries around the world. This is especially relevant in countries which have strict guidelines for the allocation of country domains. The phonological or linguistic section of our analysis will consider usage possibilities in other languages. The combination of the TLD .com with the term fendervendor is generally judged positively.

2. Length and Retention

The domain name fendervendor.com is relatively short (12 letters). With a name of 12 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 domain is relatively easy to remember. The easiest domain names to remember are those that consist of a single real word or a commonly-used expression.

3. Linguistic and Phonological Suitability

The domain name fendervendor.com does not represent any real word in modern language and it is considered to be an imaginary or made-up word. Domains that are classified as catchy and easy to remember are terms composed with universally preferred syllables with a variation of consonants and vowels.

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.

Typo-errors account for a certain degree of traffic diversion. Through typo-errors, i.e., different spellings or comprehension problems, other domain names are often entered into the browser instead of those which the user originally intended (e.g., "exite" instead of "excite"). These traffic diversions are quantitative and less serious than missing TLDs or missing domains without a hyphen. The domain name fendervendor.com is relatively susceptible to typo-errors, which causes a slight devaluation of the domain name.

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.

Conflicts can arise if the term has already been protected by a trademark. In these cases, the domain owner may have to forfeit ownership to the trademark holder. This may be the case if there is an existing brand containing "fendervendor". Therefore, you should consult a qualified trademark attorney in order to determine definitively whether or not your 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, fendervendor.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. Comparable Transactions

Here we have domain sales that fall into a similar domain-related category, and which could be placed in a similar price bracket as fendervendor.com. These domain names were chosen because they share one or more of the following characteristics with fendervendor.com: 1) Extension; 2) Number of words; 3) Comparable commercial potential.

Please remember that past domain sales are not necessarily indicative of future sales potential.

PhotoVendor.com 300 \$US 2004

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vendora.com	225 EUR	2006
domainvendor.com	1,560 \$US	2007
naturalvending.com	1,100 \$US	2008

The fact that domains similar to fendervendor.com have been sold is generally positive for the domain appraisal, and the chances of a sale being made are greatly improved. However, it may be that at the time of sale there was a special interest in these domains, and so we may not be able to generalize from this entirely.

8. Estimated Value

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

250 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.