

Final Appraisal - Domain Appraisal Report

Domain Name: vacationhomes.net Date: 04-24-2009

Generic Domain Value Attributes

Date Domain Was Created	09-08-1997
Date Domain is Due To Expire	09-08-2010
Dot Value	Neutral
Number of Numerical Digits	0 / positive
Number of Hyphens	0 / positive

Market Value Attributes

Phone / Radio Test	positive
Keywords of Domain	Vacation homes
Frequency of Keywords at Google	24,400,000
Frequency of Keywords at Yahoo	180,000,000
Google Keyword Search Volume – Local / Global	74,000 / 49,500
Estimated Average Cost Per Click (CPC)	\$2.68

Commercial Value Attributes

Brandability	Positive
Gramatical / Linguistic Value	Positive
Comparable Sales	Positive

Search Enging Backlinks / Directory Listings / Rankings

Google Backlinks	1
Yahoo Backlinks	78
Total Backlinks	90
WikiPedia Listing	No
DMOZ Directory Listing	No
Google Page Rank	2 valid

Past Related Domain Sales

Vacationstays.com	\$680	11-21-2008	Afternic
Vacationhomeexchange.com	\$200	06-18-2008	Afternic
Vacationhomebuyers.com	\$199	06-10-2008	Afternic
Vacationlodging.com	\$2300	12-20-2006	BuyDomains
Vacationpackages.net	\$2208	05-09-2006	Snapnames
Caribbeanvacations.com	\$130,000	11-07-2007	Moniker
Europeanvacations.com	\$85,000	00-07-2007	Moniker

Current Domains for Sale

Dramholidays.com	\$109,500
Houses.co.uk	\$85,000

Certified Domain Appraisal

Domain Name: vacationhomes.net

Date appraised: 04-24-2009

Appraised value: \$37,500 - \$75,000

-Comments-

vacationhomes.net is a high quality, premium domain name.

vacationhomes is a dot net, so the dot value is a neutral;

It is a brandable name and that is a positive; It is an easily remembered 2 word domain. Name length is a neutral, and will not detract from its value; total parts, at 2, of the name (vacation, homes) is a neutral; age of domain is over 11 years and this should add to its value; all the major extensions (.biz, .org, etc) are taken, that is a positive; current traffic and various rankings are neutral to positive; future development value of the site is extremely positive, to a very general target audience; comparable sales values are a positive; brandability and ultimately brand recognition is the key to domain name values. One can build an generic brand, a name and very viable business with this domain.

Keyword searches for "vacation homes" delivers a very impressive U.S. March monthly search volume of 450,000 and a global search volume of 1,220,000.

Sellers of this domain name possess a very quality, generic domain name with excellent attributes.

Buyers of this domain will potentially own a generic, very brandable, memorable and marketable name with which to run their services. Buyers of this domain would be hard pressed to find another domain name that could deliver such valuable generic search results.



A domain is only ever worth what someone is willing to pay for it. The appraised value is a realistic idea of what this premium domain may sell for in the marketplace. There is a wide range between the high and low appraised value. This is because there are many unknown factors that go into the ultimate value or sale price of a domain. For example, is an investor buying the domain? If so, this domain may sell for less than if a major deep pocket individual or company that may want to build a commercial brand and market that brand around the name. This domain may ultimately sell for more or less than the appraised value.

Notice to buyers : If you are presented with this page (printed) you may verify its authenticity by contacting us at : authentication@finalappraisal.com

We cannot and do not guarantee the final selling price of your domains which may be different than the above values.

Methodology

Your appraisal is based on various screening factors. These different factors relate to the name itself and all its constituents. While there is some computer generated information derived for the purpose of this appraisal, every appraisal is customized and unique because a Final Appraisal Expert is manually appraising your domain. The computer generated information is necessary information to ultimately appraise a domains value. However, no computer can accurately value a name because there are too many intangible attributes that go into an accurate appraisal. It is these intangibles that only an expert can analyze to help accurately value your domain.

Proprietary Attributes

At Final Appraisal.com we will use up to 10 proprietary and intangible factors that go into helping to accurately appraise your name. Each domain is appraised by hand and by a Final Appraisal.com expert.

Age of Domain

Generally the older a domain, the higher value it can command. If a domain had been developed previously, it will probably carry more value. If a domain name is brand new, it will always carry a lower value.

Dot Value or TLD (Top Level Domain)

Domains that carry a .COM are currently the most valuable domains. Country extensions are popular these days, and although they do not carry the value of a .COM, if it is a generic country extension it generally will carry less value

Number of Hyphens

Domains without hyphens will tend to be the most valuable. Any amount of hyphens will decrease the value. These types of domains are harder to remember.

Number of Numeric Digits

Domains that have a combination of letter and numbers typically have less value than a comparable domain. And combinations tend to be less valuable than an all-alphabetic or an all-numeric domains.

Phone and Radio Test / Language Terms

If a domain can be remembered or easily typed in after listing on the radio or on the phone, then it may carry a higher value

Keywords and Name Length

Generally the shorter the length the higher the value. How many keywords make up the name? The more words, the lower the value.

Frequency of Keywords

If the terms in the domain rank well in the search engines, the domain will tend to carry a higher value.

Type-in Traffic and Links

If the keywords in the domain are something that people would naturally "type in" to their browser address bar, the domain will usually carry a higher value. The more Links the better. These statistics verify the domains importance to visitors and the internet.

Commercial Value and Market Value

Any domain that can be identified as being easily used to drive commercial business, such as retail sales or advertising will carry a higher value to the right buyer. If a particular domain can be used by other websites or have a large market audience for the keywords in the domain itself, it will tend to have a higher value when put up for sale or in the aftermarket.

Brandability

Do people or could someone recognize the name? Do people know what the site is about before going to it? Is it a name that could become a brand that people would recognize? This is an important factor in determining a domains value.

Grammatical and Linguistic

If a domain can be spelled correctly by just hearing it, the name will command a higher value

Alexa Rank and Google Page Rank and Search Engine Popularity

another important factor, ranking from these two companies tend to carry clout. Generally domains that have a lower Alexa Rank and a higher Google Page Rank tend to be higher priced domains

Comparable Sales

This is a very important tool. One can use this data when negotiating a sale or purchase.