

Worksheet 5: Annual Renewal Audit

Review the portfolio as a business expense before each renewal cycle.

Portfolio summary

Audit date	
Domains owned	
Domains reviewed	
Annual renewal obligation	\$
Premium-renewal domains	
Renewal reserve available	\$
Gross sales last 12 months	\$
Net proceeds last 12 months	\$

Domain-level renewal review

Domain	Renewal	Inquiries or offers	Would buy today?	Decision

Decision categories

- ☐ Renew: The original thesis still holds and the renewal is justified.
- ☐ Reprice: The name remains worth owning, but the current price or listing method is not working.
- ☐ Research: Important legal, market, history, or buyer information is still missing.
- ☐ Liquidate: Give the name one defined final-sale period at a lower or wholesale price.
- ☐ Drop: The buyer pool, economics, legal risk, or quality no longer supports another payment.

Single-domain renewal decision

Domain name	
Original purchase thesis	
What actually happened?	
Qualified inquiries	
Offers	
Three-year carrying cost from today	\$
Available alternatives	

Current buyer pool	Weak / Moderate / Strong
Decision	Renew / Reprice / Research / Liquidate / Drop
Decision deadline	

Reason for the decision