Worksheet 4: Auction Maximum-Bid Worksheet

Set the number before the auction begins deciding for you.

Domain name	
Auction platform	
Closing date and time	
Current bid	
Renewal included?	Yes / No / Unknown
Buyer or platform fee	
Transfer or account restrictions	

Conservative economics

Expected gross sale	Use a defensible result, not the highest imaginable price	
Less selling fees	Commission, escrow, broker, payment fees	
Less renewals	Expected holding years x annual renewal	
Less other costs	Transfer, currency, research, development	
Required profit	Compensation for time and risk	
Maximum total cost	Amount remaining after deductions	
Less auction fees	Fees not included in the visible bid	
Maximum bid	Final authorized bid ceiling	

Bid discipline

[ ] The maximum is based on a conservative sale range.

[ ] The number includes buyer fees and the first required renewal.

[ ] I reviewed trademark, history, backlink, reputation, and renewal risks.

[ ] Other bidders do not change my valuation.

[ ] I understand proxy bidding, extensions, payment deadlines, and delivery rules.

[ ] I am willing to lose the domain rather than exceed the maximum.

Final maximum bid	$
Entered before auction?	Yes / No
Actual winning cost	$
Lesson after auction	