

Worksheet 3: Domain Valuation

Estimate a defensible range rather than one supposedly exact number.

Domain name	
Valuation date	
Likely buyer type	
Primary use	
Annual renewal	

Core valuation factors

Factor	1-5	Evidence or concern
Commercial use		
Buyer-pool depth		
Extension fit		
Length and simplicity		
Sound and spelling		
Visual balance		
Meaning and emotional fit		
Replacement options		
Comparable sales		
History, traffic, or backlinks		
Legal and reputation risk		
Liquidity		

Comparable sales

Comparable domain	Price and date	Sale type	Important difference

Valuation ranges

Liquidation range	\$_____ to \$_____
Wholesale range	\$_____ to \$_____
Ordinary retail range	\$_____ to \$_____
Strategic upside	\$_____ if _____
Confidence	Low / Moderate / High

Net result test

Target gross sale	Expected retail result	
Less commission	Gross sale x expected rate	
Less renewals	Annual renewal x holding years	
Less acquisition	Purchase plus buyer fees	

Projected net	Gross sale minus all costs	
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Valuation conclusion and assumptions