

Worksheet 6: Portfolio Economics

Use posted costs and completed transactions, not portfolio-size optimism.

Current portfolio economics

Measurement period	
Average domains held	
Total acquisition cost	\$
Annual renewal cost	\$
Tools and operating costs	\$
Gross domain sales	\$
Marketplace and broker fees	\$
Net sale proceeds	\$
Domains sold	
Domains dropped	

Key calculations

Sell-through rate	Domains sold / average eligible inventory	
Revenue per domain	Gross sales / average domains held	
Net proceeds per domain	Net sale proceeds / average domains held	
Average sale price	Gross sales / domains sold	
Median sale price	Middle completed sale	
Net portfolio result	Net sale proceeds - acquisition - renewals - operating costs	

Renewal coverage scenarios

Portfolio size	Average renewal	Annual obligation	Sales needed to cover

Next 12-month plan

Acquisition budget	\$
Renewal reserve	\$
Operating budget	\$
Maximum portfolio size	
Target categories	
Names to liquidate	
Names likely to drop	
Required cash buffer	\$

What the numbers are telling me

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