



Domain Name Appraisal and DNI Score

Domain Name: homeforsports.com

Domain Name Index (DNI) Score: 44.0

Domain Name's Appraisal Value: \$1,400.00

Date: 12/11/2007

Every domain name is unique. A domain name's ultimate value is determined by the price to which a buyer and seller agree to move forward with a transfer of ownership. Short of selling – or buying – a domain, many people wish to obtain a greater understanding of a particular domain's inherent value.

With this in mind, Afternic and BuyDomains have partnered to create an unparalleled and proprietary Domain Name Index Scoring & Valuation System. This appraisal consists of both an Index Scoring and a Monetary Valuation. No other company matches Afternic and BuyDomains' combined 17 years of experience in buying and selling domain names. We are pleased to share this experience base with our valued customers.

The domain name you have submitted for appraisal has been reviewed, measured and ranked across multiple criteria including, but not limited to, the following data points:

1. TLD. TLD is short for "Top Level Domain", and refers to the extension found at the end of your domain. Com, Net, Mobi, and EU are all examples of TLDs. Certain TLDs have higher intrinsic market demand than others, and therefore the extension of a particular domain is a driver of a domain's value.
2. Domain Length. Generally speaking, the fewer the number of characters in a domain, the higher the value. The reason for this is that short domains are usually easier to remember for the visitors of a particular website. In most cases, if a domain name is of a memorable nature it will have a higher value than a longer or less memorable name.
3. Alphabetic vs. Non-Alphabetic Characters. Domain Names that contain solely letters are in greater demand than domain names which contain numbers or hyphens.
4. Search Engine Term Popularity. Certain terms are more commonly used within leading Internet search engines. Commonly used terms are indicators of domain demand and value.
5. Language. The more widely spoken the domain language, the greater opportunity for Commercial Application for a specific domain.
6. Commercial Value or "Brandability". Branding potential for a domain name is a key driver of domain name. One word memorable domains (i.e. Photography.com, Decide .com) or fun sounding names (i.e. Bullhead.com) often have higher inherent demand and value than less intuitively memorable names.
7. Market Demand. This metric measures the volume of potential buyers for a specific domain name. Measurements include number of registered alternative TLDs for the

name, the number of Internet Advertisers for a specific term, and other Market Demand sources.

8. Other. There are many other domain characteristics that influence domain valuation, either positively or negatively. Examples include domain subject matter, current events, seasonality, pop culture or any other of a number of comparatively minor value drivers.

Domain Name Index (DNI) Scoring

DNI Scoring is provided using the criteria described above and ranked from 1 – 10, with one being the lowest and 10 being the highest.

<u>Attribute</u>	<u>Index Scoring</u>
1. TLD	10
2. Domain Length	3
3. Alphabetic Characters	0
4. SE Term Popularity	4
5. Language	10
6. Commercial Value	1
7. Market Demand	1
8. Other	1
TOTAL DNI SCORE	44.0

Domain Name Appraisal

APPRAISAL VALUE: \$1,400.00

For information on how to most effectively purchase, sell or earn domain parking revenues for this domain, please refer to the cover email sent with this Appraisal.