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Cologne, 2008-03-11

Domain "justmove.com"

Dear Mr. Wilkinson,

Thank you for ordering a domain appraisal from Sedo! I have attached a copy of the assessment in PDF format for your review. Please make sure that you have the latest version of Adobe's Acrobat Reader installed on your computer prior to viewing the report (a free copy of this software is available at www.adobe.com).

Please keep in mind that despite the great care and attention that has been taken in this assessment, we cannot guarantee that the domain can be bought or sold at the estimated price. It is impossible to determine a universal or definitive value due to the intrinsically volatile nature of market conditions and overall demand.

If you haven't already done so, I would suggest listing and parking your domain with Sedo. These are the most effective means of generating additional offers, revenue and exposure for your domain. Best of all, it costs you nothing! To learn more about these free services, please visit our website at: <http://www.sedo.com/services/parking.php3?language=e&partnerid=14595>.

In the event that you have already reached an agreement to sell, Sedo would be happy to assist you with the domain escrow and transfer process. Sedo is one of the most trusted and secure escrow services in the industry, so you can be confident that the integrity of your transaction will be preserved. To learn more about our escrow and transfer services, please visit our website at: http://www.sedo.com/services/s_escrow.php?language=us

Thank you again for your time and patience, and thank you for choosing Sedo!

Best Regards,

Your Sedo Team
www.sedo.com



APPRAISAL FOR JUSTMOVE.COM

1. Top Level Domain

The Top Level Domain (TLD) or domain extension (e.g., .com, .net, .co.uk, etc.), has considerable influence upon the value of a domain name. However, not every TLD suits every term, nor does it suit every market.

The domain name justmove.com is comprised of an English term and the all-purpose .com TLD. This tends to positively influence the value of the domain name.

The .com TLD has come to be synonymous with business on the Internet and it carries a higher level of prestige and reduces the risk of traffic diversion to other extensions. For these reasons, most businesses prefer to use a .com domain name for their online presence. In turn, this results in .com domain names having significantly higher values than domains with other TLDs.

The .com domain has the advantage that it may not only be used in the English-speaking world, but in countries worldwide. This is particularly relevant in countries which have strict guidelines for the allocation of country TLDs like France (.fr) or Norway (.no). The resulting international shortage of quality .com names leads to prices considerably higher than for any of the other TLDs.

Status of similar domain names

justmove.de is already registered
justmove.eu is for sale at Sedo.co.uk
justmove.asia is available
justmove.mobi is for sale at Sedo.co.uk
justmove.at is available
justmove.ch is already registered
justmove.com is for sale at Sedo.co.uk
justmove.net is already registered
justmove.org is already registered
justmove.info is already registered
justmove.biz is for sale at Sedo.co.uk

2. Length and Retention

The domain name justmove.com is relatively short (8 letters). With a name of 8 letters, however, you are unlikely to see a large positive or negative impact in the domain's value due to the length factor. Our research has shown that shorter domain names (from 2-7 letters) tend to be the most valuable, while domain names over 10 letters long are worth slightly less. Long names of more than 20 letters become unwieldy and are worth only a fraction of the value of a shorter name.

The domain is relatively easy to remember. The easiest domain names to remember are those



that consist of a single real word or a commonly-used expression.

3. Linguistic and Phonological Suitability

From a linguistic point of view, the domain name justmove.com is considered valuable as it is a meaningful two-word phrase in the English language. Due to a general interest in these names, they tend to be more valuable than domain names in other categories (with the exception of single-word English language domains).

A domain's value is inversely related to the number of words it contains—thus "justmove.com" will generally be worth more than "justmoveonline.com". Because each of the words in your domain is a short, common word, the name is not too unwieldy to spell or pronounce. This will mitigate the negative impact on the valuation that comes from having a multiword domain.

4. Typing Error Sensitivity

Companies often have a range of domain names that they might use to establish their online presence. This is commonly referred to as a domain portfolio. As a result, a company should try to acquire all possible variations, spellings and combinations of its name and its products' names. In many instances however this has not been the case, and holes in domain portfolios have been tolerated. Not surprisingly, these holes can cause traffic diversion. In practice, companies which only register one variation of a name (as opposed to registering every variation possible) experience substantial loss of visitors due to users being lead to incorrect domain names.

The two primary reasons for traffic diversion are typos and use of the wrong TLD. To prevent the former, a domain should be easy to spell and be as short as possible. To prevent the latter type of traffic diversion, a domain should use the appropriate TLD for its target market. For example, a UK-based business should use the .co.uk extension and a German company a .de TLD.

The domain name justmove.com is resistant to traffic diversion as it is relatively easy to spell and uses the dominant .com extension. This has a positive impact on domain value.

5. Legal Situation

Legal requirements and jurisdiction have a deciding influence upon the registration and sale of domain names. As long as there are no current disputes over domains comprised of trademarked or fancifully-coined terms, legal problems do not usually occur.

If the ownership status of a domain name is under dispute due to potential trademark conflicts, this will have a severe and negative impact upon the domain name's value. Likewise, if the domain could be susceptible to future trademark disputes, or has been a subject of disputes in the past, this could also negatively impact the domain's value.

The domain name justmove.com can be categorized as a generic or descriptive name. Because trademarks granted on generic terms are less restrictive than those granted on unique terms, generic domain names are generally less susceptible to ownership disputes arising from a trademark conflict than are brandable, non-generic domain names. However, problems have arisen in certain cases. Because of this, you should consider consulting a qualified trademark attorney if you are unable to determine definitively whether or not the domain infringes upon pre-



existing trademarks.

6. International Usage

A domain's ability to be used internationally is a valuable asset. Though not imperative, it does considerably increase the value of a domain. Both language and TLD influence the suitability for international usage.

Due to its .com ending, justmove.com is suitable for international use. .Com domains are used not only in the United States, but also in many countries around the world where use of the country-TLD is restricted or uncommon. This ending has a very favorable effect on the value of a domain name. The .com TLD has achieved great recognition around the world as a symbol for the Internet.

7. Search Engine Popularity

The appearance of popular search terms in domain names allows them to achieve higher positioning in search engine results. Search engine algorithms give higher placements to domain names that contain popular keywords. For example, upon entering the term "one" into a search engine like Google or Yahoo, the results will contain many domains that include this term. Some search-engines depend more heavily on keywords to determine relevancy, and so domain names can have a significant impact upon positioning within a given set of the results. Again, an example of this concept in practice would see websites like "one.com" and "one.co.uk" positioned towards the top of results generated for a search query "one."

According to our analysis, justmove.com contains a relatively unpopular search term. A query of the Yahoo search engine returns only 48 results for the term "justmove". In comparison, the most widely-searched term on the Internet, "sex," yields over 2,950,000,000 results! As you can see, this sharp contrast suggests that justmove.com is either: 1). relevant only to a narrow target audience; or, 2). relevant only in certain languages. However, the domain can still be used effectively in some type of branding effort despite the term's limited search-popularity (see next point).

8. Branding and Advertising Potential

Ideally, a domain name is identical to the brand or company name it represents in purely Internet-based businesses. Thus, for an Internet-based business, the domain name is especially important. The use of domain names by conventional companies also creates a positive image for the company and its products and/or services, as it implies the company is on the technological forefront. A strong brand identity helps to build a successful website. This applies to both internet-based businesses and conventionally-established companies.

Although opinions vary as to what makes a good brand name, many experts suggest considering the memorability of a name; phonological characteristics, different qualities the name can evoke, uniqueness, and easy spelling. In addition, a brand name can be valued highly if it uses a .com extension in the Internet.

We have tested your domain name for its suitability for both types of businesses. The domain appears to have good advertising and branding potential, especially because phonological



characteristics and the international usage are very distinctive features. In certain circumstances these characteristics could make the name (at the right price) interesting for a company looking for an online product brand.

9. Market Chances

Market Chances describes the estimated probability that a buyer will find for the domain, which is based on our experience in the domain trade. With the following five tips you can increase the chances of domain sale.

- 1) **Place the domain for sale on all the important domain markets, where actual purchase and sale of domain names takes place.** Adding the domain to your favourite domain list is not an effective way to sell the domain. Domains should be placed on a market where their name is actively being advertised, through banner advertising, press releases or adverts.
- 2) **Position your domains carefully, so that it can be found again.** Pay attention when choosing the category and adding extra information, and remember to set a fixed price.
- 3) **Do not set any unrealistic prices as this will deter potential buyers.** You should base the price on our estimated value and ask yourself if you would be prepared to pay that amount for the domain name.
- 4) **Advertise the domain:** Just like in every market, where offers exceed demand, advertising is essential. This also applies to your domain name which you want to sell. It is strongly advised to enter the domain into our database at [sedo.co.uk](http://www.sedo.co.uk). Our experience has shown that domains which are for sale and have this link on their page are sold 3-4 times more quickly. The link for the forwarding of the domain [justmove.com](http://www.sedo.co.uk/parking/justmove.com) is as follows:
<http://www.sedo.co.uk/parking/justmove.com>.
- 5) **Always reply to offers:** You will definitely receive some offers through the contact form about [Sedo.co.uk](http://www.sedo.co.uk). You should always answer these e-mails even when the price may be too low, as there may be some chance to negotiate. Make sure that your e-mail address is correct in the Sedo databank so that you can be contacted.
Ultimately, your domain name is of very good quality. With substantial investment in marketing, there is a good chance of finding a buyer. In order to most effectively facilitate a sale, we suggest adhering to our estimation of the domain's value when determining the domain's asking price.

10. Commerce Potential

An important factor in a domain name's value is the potential for online commerce in the domain's relevant subject area. First, we must consider which industries might effectively use the domain [justmove.com](http://www.sedo.co.uk). Then, we need to answer the following questions:

- 1) How large is this industry, and how fast is it growing?
- 2) How well is this industry taking to the Internet?

For example, the construction industry is a huge global industry; however, very few construction firms are making large investments in developing an Internet presence. Similarly, a domain name geared towards a non-profit or purely informational site may attract considerable interest, but the potential buyers are not likely to be able to pay a large amount for the domain if the site has little



commerce potential. On the other hand, in the travel, adult, gambling, and software industries, an online presence is considered de rigueur and is very profitable.

The domain justmove.com is associated with an industry that has not yet developed a strong presence on the Internet. This allows the domain to be applied and branded as you wish, with little residual traffic from intuitive portal searches or browser type-ins. Thus, the value of the name partially benefits through this neutrality, and its overall value is slightly increased.

Another key component in determining the overall commerce potential of a domain name is the industry associated with the terms it contains. Some industries lend themselves easier to the online world than others, and have a reputation for using the Internet to promote their products and services. As a result, any domain name that contains similar or relevant terms known to these industries can benefit significantly from this association.

According to our database, your domain name contains the search term just move, which is considered to have moderate commerce potential. It lends itself somewhat well to either potentially building a website geared towards the selling of products and services.

11. Comparable Transactions

Here we have domain sales that fall into a similar domain-related category, and which could be placed in a similar price bracket as justmove.com. These domain names were chosen because they share one or more of the following characteristics with justmove.com: 1) Extension; 2) Number of words; 3) Comparable commercial potential.

Please remember that past domain sales are not necessarily indicative of future sales potential.

onemove.com	3,000 \$US
careermoves.com	4,088 \$US
justgames.com	5,000 \$US
justfantastic.com	2,650 \$US
justprotection.com	5,000 \$US
firstmovers.com	3,000 \$US

The fact that domains similar to justmove.com have been sold is generally positive for the domain appraisal, and the chances of a sale being made are greatly improved. However, it may be that at the time of sale there was a special interest in these domains, and so we may not be able to generalize from this entirely.



12. Estimated Value

Based on our analysis of this domain, we conclude the following: the estimated value of justmove.com is:

£ 4,000

The estimated figure is based on factor analysis, and it is the value which we consider to be a fair price for both buyers and sellers. This price is subject to market conditions, negotiations and legal issues such as trademark rights. The value of this domain name, including its ability to be marketed effectively, may be increased by following the guidelines for positive domain valuation as specified in this report.

Overture Results

48 just move
26 icon just move teenager video
25 just move it