



View Appraisal

Appraisal Date:2008-05-14

Valid through:2008-11-14

MOBILENUMBER.MOBI

\$378.00

Appraiser Comments:

Moniker.com evaluates domains based 18 different factors including marketability, name length, brand recognition, development value, site traffic, revenue generating, search engine popularity, grammatical / linguistic value, industry strength and positioning, comparable sales value, and DotValue (dot.com versus dot.net, dot.org or any other dot ending).

Each field is weighted differently according to importance, and given a special internal rating; which then assigns different point values to each field. The point values are then summed to a net nominal value. Names are then compared to the list of 650,000+ domains that Moniker has in its research library of completed domain transactions (Domain sales and expired name auctions included) as well as over 590,000 completed appraisals, and a final gross value is determined. This value corresponds to a specific dollar value on a table of values established by actual transactions, bids, and appraisals completed to date.

With larger groups of names, Moniker.com evaluates the effectiveness of niche dominance and relevance, prefix, suffix and/or domain name content/industry when determining a valuation for the group of names. Real sales, market breadth and domain name industry classification as well as the coverage of that particular industry segment are all taken into account when evaluating large domain name groups.

Moniker.com Appraisals are traditionally accepted by the IRS for tax deductible donations of domain names as assets and for charitable contribution purposes among numerous charitable/nonprofit organizations. Moniker appraisals are also used by banks, investment companies, and domain finance companies to determine loan and asset values.

Appraisal evaluated from different factors

SEO Metrics

Google Rank:N/A	Incoming Links Yahoo:N/A	Incoming Links Alexa:N/A
Alexa Rank:N/A	Incoming Links Google:N/A	Outgoing links:7
Compete Rank:N/A	Incoming Links MSN:N/A	

Domain Constructs

TLD:MOBI	Has suffix:NO
Has prefix:NO	Letter Count:12
Hyphen Count:0	Number Count:0
Word Count:2	

Information provided by the submitter:

Revenue per month:	(\$1.00)
Visitors per month:	N/A
Comments:	N/A

Words

mobile,number

Key words

mobile,mobilenumber,number

Categories

LocalTarget:AL:(General)
Home:Building Supplies:Hardware:Letters/Numbers/Signs
travel:domestic destinations:alabama:mobile

Comparables

3288 comparables were taken into account while appraising this domain.

The average sale price was \$8,449.46

The highest in the same category was sold for \$2,700,000.00

Sales Sample Below:

Total Domain Value Date range - 2001 to current

Domain	Value	Date
skiboatloans.com	\$380.00	2006-08-10
searchfrance.biz	\$380.00	2006-08-10
alcatelsucks.com	\$371.00	2004-12-06
woodcleaning.com	\$371.00	2005-06-04
royaljournal.com	\$370.00	2005-04-29
searchlondon.biz	\$370.00	2006-08-10

Note: Moniker Online Services LLC has prepared this analysis based on more than 12 years of industry experience, including the completion of more than 550,000 appraisals, thousands of domain sales and escrow transactions, registrar and registry operations, and knowledge of the domain name industry.

Although we are confident in our ability to appropriately and accurately evaluate domain names as well as online web related assets, it should be noted that several of the appraisal criteria are quite subjective to The Appraiser's interpretation of value as well as changing market conditions.

Besides the above criteria, the following may be used to evaluate this domain:

- *TLD Value: Value of the TLD (based on the number of various extensions registered across all regions and countries)*
- *Length: Value based on length of the domain or words within the domain*
- *Hyphen: Value based on number of hyphens*
- *Number Phrases: Number of Phrases Detected in the domain name*
- *Zone Taken: Value based on availability of domain name in zone file (how many registrations of same across all of the internet)*
- *Web Frequency : Value based on Web Frequency (number of times the name appears on live and active web sites)*
- *Search Frequency: Value based on search Frequency (number of times the name is searched on various search engines)*
- *Industry Value: Value based on Industry (industry strength various from time to time and may be regional / geographical in nature)*
- *Industry: industry type (health, finance, sports, entertainment, environmental, etc)*
- *Number of Terms: Value based on number of terms that appear in the domain string*
- *Zone Frequency: How often the name appear in zone file*
- *Product Percentage: E-commerce value how well it could be used in commerce*
- *Term Web Frequency : Value of individual term in web frequency*
- *Term Search Frequency : Value of individual term in search frequency*
- *Term Zone Taken: Value of individual term in zone file*
- *Term Product Percentage: Value of individual term in e-commerce*
- *Term Instance Percentage: Percentage time this term used as a trademark*

Summary

Although we were responsible for inventing the very first domain name assessment and appraisal in the industry back in 1997 and our appraisals are considered the most accurate and reliable in the industry, we cannot guarantee that a transaction will occur at the appraised amount outlined in this report. If you are interested in auctioning, marketing, selling, buying, escrowing, registering, or transferring your domain names, please contact sales@moniker.com so that our Sr. Account Executives can work with you on the very best opportunities to increase the value of your domains through monetization and sales. Moniker.com also provides the industry's leading and most secure escrow service should you already have a sale lined up. Just go here for more details or to begin an escrow transaction online:

<http://www.moniker.com/aftermarket/domain-escrow.jsp>

*Monte Cahn
Founder/CEO
Moniker.com*

About Moniker.com

Moniker is the leading provider of Domain Asset Management services, a complete set of business services that provide companies a single-point-of-access to help manage and maximize the value of their domains. These services include domain live and online auctioning/brokering, name creation, registration, acquisition, portfolio management, appraisal and escrow services, traffic monetization and after-market sales - all backed by unsurpassed customer service and security.

With more than a decade of experience, Moniker is a top 10 domain registrar, holds the industry's highest customer retention rate and pioneered the industry's first domain appraisal formula. It is considered the industry's premier marketplace to buy and sell domain names.

