



Appraisal Number: 225934
Domain Name Appraisal for: BASEBALLTSHIRTS.COM
Estimated Value: \$660.00 - \$1,910.00

Certified by GoDaddy.com The #1 Domain Name Registrar

Your appraisal is based on a variety of factors related to the name itself. We have compared the name to recent sales of similar domains, evaluated recent market trends, and applied a desirability factor based on these trends. Your appraisal is backed by the #1 Domain Registrar in the World, *GoDaddy.Com*.

Methodology

Determining a Domain Name's value is crucial in today's marketplace. As more people worldwide become interested in domains, the demand for high-quality names has increased, driving up prices significantly in the past six months. Our rating methodology includes metrics found at all domain appraisal sites as well as proprietary factors available only from the #1 registrar in the world, GoDaddy.com

Factors	Value	Rating <small>(Scale:1=Low, 5=High)</small>
Top Level Domain (TLD)	COM	5
Length	15	3
Number of Words	2	4
Number of Hyphens	0	5
Numeric Characters	0	5
Desirability <small>(Scale: 0.0 - Infinity)</small>	551	551

Top-Level Domain (TLD): Generally, the .com TLD is the most sought-after amongst buyers and will ensure the highest value of a given domain. Other popular TLDs, such as .net and .org, might limit the versatility of the domain, implying a certain type of site reside on the domain. In some cases, a country code TLD (ccTLD) will be more applicable than a generic TLD.

Length: Generally, shorter names are more valuable when compared to longer length names. Shorter names are easier to remember, but they are also more scarce.

Number of Words: Generally, domain names comprised of words are better than a name made up simply as a combination of letters. Long names with several words are typically not as valuable as shorter names with fewer words because shorter names are easier to remember.

Number of Hyphens: Names without hyphens are more valuable than their counterparts because they are thought to be easier to remember and type.

Numeric Characters: Names that contain a combination of letters and numbers are typically less valuable than domain names that are either all alphabetic characters or all numeric.

Desirability: Domain name value is based on the demand for a particular name. Domain names that are suitable for niche markets will have fewer interested buyers than names that relate to a broad market, decreasing the value of the name.

Recent Sales & Industry Trends

Recent Comparable Sales

One of the best tools for determining value is comparable sales. Our appraisals are largely weighted on recent comparable sales in secondary markets, including [The Domain Name Aftermarket®](#).

Current Trends

Domains that contain words or phrases that are particularly "en vogue" may catch potential buyers' attention. Such domains, however, may lose their value as current trends change. Additionally, because some listed domains include the Web site content that resides on the domain, those domains may also retain their present search engine ranking after the domain sale concludes. A domain that holds a high ranking for attractive keywords with the Internet's leading search engines (e.g., Google, MSN, and Yahoo!) will be particularly attractive to potential buyers. Note: Search engine rankings are subject to continual changes and any change to the content of the Web page may impact its search engine ranking.

Domains also have intangible factors (emotional attachment, personal value, investment in branding, etc.) to consider that may not be reflected in the appraisal price.

Additional Information

This appraisal is intended to provide a US\$ value of a Domain Name in the secondary market. This appraisal may be used to estimate a buy or sell price for this domain, tax purposes, defining asset value or insurance value.

This quote is for the following Domain Name, independent of any associated brand equity, revenue, income or profits:
BASEBALLTSHIRTS.COM

While Domain Name values fluctuate daily with market conditions, the following is the Effective Date of the appraisal for this Domain Name: **September 23, 2008**

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