



3appraisal.co.uk. is happy to serve you!

We appraise your domain names using three levels of experience: human factor + artificial intellect + statistics.

- Our experts take a personal look at your domain names considering many different factors.
- Then the artificial intellect steps in. A special software is used to appraise your domain names.
- We look through our vast database of previously sold domain names to ensure that the real market situation has been taken into consideration.

Summarising these three levels of experience we figure out the current and the potential value of your domain names. Triple is for sure! Here is the summary of your domain name:

Domain name submitted for appraisal: **yourdomainname.com**

Date of appraisal: **May, 21, 2004.**

Results of appraisal

■ Marketability	Good
■ Clarity	Fair
■ Memorability	Excellent
■ Popularity	Average
■ Extension	Excellent
■ Name Length	Quite Good (14)
■ Word Count	Average (3)
■ Hyphens	None
■ Numerals	None
■ Substitutions	None
■ Abbreviations	None
■ Development	Poor
■ Site Traffic	Poor
■ Pros	The domain name is easy to remember, it has a good market potential. It applies to a big market.
■ Cons	The domain name is quite long (14 chars) and it consists of 3 words.
■ Current Value	
■ Potential Value	
■ Advice	
Do not attempt to develop this domain name. It would sell better if marketed as a clear domain name without content. Keep it with you for a period of 1 - 2 years and try to sell it to persons working in respective market.	

