

The DomainSherpa Review with Andrew Rosener, Frank Schilling and Shane Cultra

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Yeah, so very much the same sentiment as Frank. I mean this is - I am going to venture to say - probably the best list we have ever had on Domain Sherpa. Wow, Forrest, there you go, buddy. Yeah, from a submission standpoint, I think by far probably. I do not think that there is a single name on here that I would delete or let expire. Definitely. It is really hard to pick out. There is no outlier that you are like oh, yeah, okay, that is a 250-thousand-dollar name, but there is a whole lot of great five-figure sales in this list.

I have three sponsor messages before we get into today's show.

First, if you're buying or selling a domain name or portfolio and you want an estimate of it's value, Estibot.com is the place to go. Just like you'd visit Zillow.com to get an estimate of a house value, Estibot.com provides key information about the most important statistics so you can make an informed decision based on data.

Second, whether you are buying, selling, brokering or financing a domain name you need an escrow company that is properly licensed, bonded, insured and audited. That company is Escrow.com and they have been doing it since 1999. Escrow.com – it's about trust.

Finally, are you tired of being up-sold and cross-sold when you buy or renew a domain? Then try the newest registrar being built from the ground-up with a beautiful interface, competitive pricing and 24/7 support. Uniregistry.com will surprise and delight you. The right domain name can change your life: Uniregistry.com.

Michael Cyger: Hey everyone. I'm Michael Cyger, Publisher of the DomainSherpa.com, and this is the Domain Sherpa Review. This is the show where we get into the minds of successful woman name investors using real examples so we can learn strategies and tactics.

We have four sections to the review. We will start off learning what the Sherpas recently bought and sold. Next, we will discuss and value an investor-submitted domain name portfolio. Then we will preview some domains going to auction soon at NameJet.com, and if there is time, we will wrap-up discussing some recent aftermarket sales and maybe a reader question or two.

Joining us today on the Domain Sherpa Review are three past Sherpas and industry thought leaders. Currently two. Hopefully three. In order from left to right, we have Andrew Rosener, CEO of the domain name brokerage firm, MediaOptions.com, and Shane Cultra, Publisher of the blog, DomainShane.com, and owner of Country Arbors Nursery in Illinois.

Sherpas, welcome to today's show.

Andrew Rosener: Thanks, Michael.

Michael: All right, we may be joined by Frank Schilling, who is scheduled to be on today's show. When Frank joins us, Frank of course an Internet investor, entrepreneur, and Founder of the registry and registrar, Uniregistry.com.

We are going to start off today with a segment called "What's New, Sherpas," where we get to get into the minds of the Sherpas. We get to find out what they bought and sold, maybe what they did not buy and sell, but they thought about, what they paid or received, why they thought it was a good deal, and how the negotiation progressed.

We are going to start with Shane this week. Shane, what is a domain name that you personally bought, sold, negotiated, maybe did not do a deal on? Tell us the domain and not the price yet and let's see if we can figure out what you were thinking at the time.

Shane Cultra: Well, it has only been a week since our last show, so I really, believe it or not, did not sell anything or buy anything in that week. I am very

active. I look every day, but I do have a good story that I think is a good learning story you can learn from.

So, I was going to buy two LLLL.coms. I am still buying four letters. I have been buying and selling them since 2008. What is going on now obviously affects everything, but I am still always buying and selling, and I had two that I was right on the edge. We all get to that point where we are thinking yes, no, and sometimes we pull the trigger for a good mood and sometimes we do not.

And we got to it and I agreed to it without looking at the WhoIS, and once the WhoIS came up, it was at some crazy registrars. Ones that I have never heard. And I like to try and flip names. Some I hold. Some I flip. And when I saw it at those registrars, it was just a no go. That was a deciding factor for me because keeping all these names together is an organizational process that I struggle with, and I think we all do. It is easy if they are at Uniregistry or GoDaddy or something, eNom, but when they are at these thousands of other ones, it is a pain to keep control.

Yeah, you are going to put it in your spreadsheet, but you forget about them. Sometimes you forget to renew. That is how it happens. And as soon as I saw that, it was just no. And it is a good learning process because you will lose sales if you have it at some crazy registrar and a flipper wants that name quickly and they do not want it transferred. It is just one more step that you do not want to do. And then, if you try and sell it, it is going to be the same thing for the buyer as well.

Michael: So, why wouldn't you just have them push it to you at that registrar and then transfer it out immediately?

Shane: Because I have so many names and I am so busy that one of those things will happen and one of those will not. So, they are going to push it to me at JimsDomains.cl or something, and then I am going to say well, I cannot move it for 60 days, so I am going to come back in 60 days and transfer it to a better registrar such as Uniregistry, who just came aboard, but I forget to do that. I am not going to lie. I forget to do that.

Michael: So, your process is that you would just rather have a simple investing life, where the domains are at major registrars and then you can renew them if need be, and if you sell them quickly, then you can push it without problem because you know that they have standard processes, well defined processes, and it is not worth your time going to all these smaller registrars, where it might be like pulling teeth to try and get them to push it or transfer it.

Shane: Absolutely. If it is a great deal, of course. Of course I am going to go through the effort. Money is money. But if it is right there and I cannot decide, that is a breaker. And the guy said I cannot believe you are not buying a name because it is at a registrar that you have never heard of, and I said I am on the fence. You just knocked me off the fence. If it was at a major one, I would take it. It would be quick. Five minutes and it would be in my account with all my other babies and we would move on, but I did not. And I know others feel that same way because if I say it is at Uniregistry or I say it is at GoDaddy and it is a quick push, that means something.

Michael: Yeah, interesting. Hey, welcome, Frank.

Frank Schilling: Apologies for my lateness. I lost track of the time difference actually. We do not do daylight savings here in Cayman.

Andrew: Yeah, it messed me up because I am in Germany right now. We have not changed the clocks yet.

Michael: Oh, so that email I sent was the wrong time for Germany.

Andrew: Yeah, and in Panama, we also have no daylight savings.

Shane: Why we have it in the United States nobody knows. We are figuring that out.

Frank: Hey, I am happy to have it. Longer days up north.

Michael: Yeah. Well, welcome, Frank. Sorry about the time difficulty with all of you and that daylight savings. Frank, if you could, tilt your camera just

a little bit down. Perfect. All right. So, we are just discussing sales, purchases, deals that the Sherpas may or may not have done. Shane was just telling us about two LLLL.coms that he was going to purchase, but because they were at a registrar that might have been more difficult for him, he opted not to make that purchase.

So, yeah, I guess they were not like the ultimate Chinese premium domain names, Shane, or they were not like Western acronyms.

Shane: No, I mean they were good Western letters. When I looked at them, the first step is yeah, I would be interested. Two: What is the price? Maybe I am there. And of course with the market all over the place, you are always questioning your buys. And then, like I said, you add two more steps to the process of thinking and it just puts you out. It is like saying you can go get it. If it was one mile away, you are going to go get it and you are like I do not know if I want to go, and then they tell you it is six miles away and you are like well, I am definitely not going now.

Michael: Yeah.

Shane: You make those dinner decisions all the time.

Michael: Yeah. So, what if it was at one of the reseller registries of say eNom. I know sometimes when I buy domains at NameJet, it will go to some registrar that I have never heard of before, but it will show up in my eNom central. That does not matter to you.

Shane: No, I have done that long enough that I have built portfolios at the Dynadots and the NameCheaps, and all the ones that are - I hate to say it because they work hard, but secondary registrars. But we all know, at NameJet, you just roll the dice and pray it does not go to one of those smaller ones. Like Melbourne IT, I have to write a letter to my teacher of fifth grade, who will send it off to make sure that it can get transferred, and then they will send it back on a horse.

Frank: Yeah, what Shane is talking about is so smart. We all deal with that when we are buying names at auction, and I liken it to the bank. I have a

couple banks I deal with. Living overseas as an expat, you kind of learn if you put money in the bank and then they are really reluctant to give you the money back, that is not a bank you want to put more money in.

Michael: No, that is not.

Frank: That is why I like registrars where there is a free movement of names. Hey, you want to leave. Here is a red carpet on the way out as well as a red carpet on the way in. That is how we deal with Uni. That is how I wish every registrar worked, that way. I really do.

Shane: And it makes deals go faster.

Michael: Yeah, and so that is a lesson learned for investors that have domains at these registrars that are hard to get names in and out of.

Andrew: On that topic, real quick, Frank, as a follow-up to one of my suggestions, which was a while ago. It was maybe the first Sherpa show that we had done together.

Frank: I know what it is going to be. It is going to be: did we come up with the auto-ack on the way out?

Andrew: Yeah, exactly. Exactly.

Frank: Well, we did, and then we actually rolled it back. We rolled back the manual ack, but we have an auto ack at 12 hours, so it is the same day, but it is not instantaneous. And the reason is security. We had some other people say we do not like the auto ack feature, but with the new market piece, which I mean we could launch it now, we are actually going to have similar. You have seen the ack with a password that we have.

Michael: Can you guys back up one step and talk about what the acl is for people that are not familiar and do not remember that show?

Frank: Drew, do you want to explain the ack?

Andrew: So, essentially with most registrars it is a manual process whereby they can immediately release the name and sort of work around the normal five to seven-business-day transfer interval that is generally required or implemented.

Michael: When transferring a domain out of the registrar.

Andrew: Exactly. So, for all intents and purposes, that is what it does.

Frank: Ack is short of acknowledge.

Andrew: Yeah, exactly.

Frank: And there is nack - not acknowledge, and there is ack, Ack is short of acknowledge, which means we are going to acknowledge the transfer within the five-day window waiting period to let it flop over. When we download, for example, .CSV of all your names at Uniregistry, we also have a button that says please include all your authorization codes with it, and we require an extra password so that somebody cannot just be standing there with your open Uni account and download all your names with the authorization codes. So, just to confirm it is really you and you really want to do this.

Similarly, we are trying to build that feature in with our ack so that you can do it in short time, but you can do it instantly. We have kind of held off. We have shortened it to 12 hours for security so that you still get an email notification saying hey, this outbound name is leaving. Are you sure you want it to go? If you say nothing, it will go in 12 hours.

Andrew: And in 99.9 percent of cases, 12 hours is totally sufficient. Seven day is totally unneeded and 12 hours is totally sufficient.

Frank: We will put in, with the market launch here, the instantaneous because I understand you have got the attention of the seller and/or buyer. You want to get that released right away and the acceptance for the money so that you can get paid immediately while you have their undivided attention.

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Andrew: And I think that that sort of real time transaction of I am the buyer. I am not from the domain world. I come up and I say oh, look, I want to buy RedCars.com or Red.Cars. And the domain is not necessarily available for registration, but it has been priced and it is 8,999 dollars, which would probably be cheap today for that domain, and I say oh, well, okay. It is a premium registration or whatever it is called, but it is available, so I put in my credit card and I pay 8,999 dollars or I wire the money or whatever.

And I go into my Uniregistry account and then boom, there it is. It is already in my account. It is as if I registered the domain. No difference.

Frank: I feel like a magic genie. That is about to happen, and there all kinds of little (Unclear 11:37) cases where they can snake you when you do that because you do not want your names transferring to somebody else's account without the money being secure, chargebacks, and people shuffling the name off the platform to another registrar.

Andrew: Well, as long as it has walked on the platform, then you are good, right?

Frank: Yes.

Andrew: Because then you can always reverse that transaction.

Frank: I feel like I am having (Unclear 11:57). All the stuff you are talking about I was just literally yesterday and this morning going through the finery of all that and getting into weeds of testing and making sure we have all that down. You are going to love what we are about to release.

Shane: And how all this started is you want to be with a domain investor friendly registrar. You get better prices. You get quicker service. You get happier customers. So, when someone cannot understand why I do not want to do a deal elsewhere, time is money. I do not have all the time to go through that process. If I had more staff, then maybe.

Frank: Yeah, if it is a really great name, if it is a three-letter .COM for one thousand dollars.

Shane: Yeah.

Michael: Yeah, you will go through the trouble.

Shane: I am driving. My time is worth. Yeah, money is time and it works both ways.

Frank: You are going to fly them over. You will show your thumbprint in person.

Michael: Exactly. All right, thanks, Shane, for going through that use case of a deal that you did not do because of that. Drew, let's go over to you. What is one domain name that you bought, sold or brokered in the past week or two? And tell us the domain and not the price yet.

Andrew: So, I had a very unique, very interesting domain that I really wanted to share, but unfortunately the buyer does not want me to share any of the details, but I will mention it just because. And that is Q.net. I am not going to go into the details, but we just successfully brokered the sale of Q.net, one of only two single-character .NETs. The other one being owned by Frank's good friend. And yeah, I was quite proud and happy to be part of that.

Michael: Wow, congratulations on brokering that.

Andrew: It is a piece of Internet history, so I am pretty happy to be a part of that transaction. The one we can discuss is Flawless.com.

Michael: Ooh, Flawless.com. Did you buy or sell it?

Andrew: We bought it.

Michael: Frank, what do you think Drew's company, Media Options, paid for Flawless.com?

Frank: What? Oh, boy.

Michael: Yeah, what do you think he paid? So, it is not end user. It is Drew negotiating it, or somebody on his team. Flawless.com.

Frank: Well, I hope he paid 35 to 50. Somewhere in there, so 38. Take the middle ground. I hope he got a good deal.

Michael: 35 to 50. Shane, what do you think Drew paid for Flawless.com?

Shane: Just a side question. Was this in the works a while or did you see Flawless.cc kept popping up in the last week like every day and I kept thinking what is Flawless.com worth, because Flaweless.cc is not worth hardly anything, but it just happened to be the exact same name that keeps flowing through.

Michael: Well, we will ask Drew as soon as you answer the question. What do you think he paid?

Shane: What a great name. I hope he has payment plans for me to buy it from him. I think Frank is probably on the money. Yeah, I will say 40. I mean it is close, but I think it is a six-figure name. I mean he will sell it to me for cheaper, but it is a six-figure name.

Michael: Yeah, of course he will. It is the bro rate. Yeah, phenomenal name, Drew. To Shane's question, did you see it popping up on the Flawless.cc list or is this a deal you have been working on for a while?

Andrew: No, this was the domains gods occasionally rain down upon me.

Michael: Occasionally. Every single time you get on this show you are like I just picked up this single word for like 15K. I am like what! 15K!

Andrew: It is amazing. The more hours you spend in front of your damn laptop, the domain gods just seem to pay more attention to you.

Michael: Luck does favor the prepared. So, what did you pay for Flawless.com, Drew?

Andrew: We paid 30 grand, so you guys were both pretty close. Yeah, you guys were real close.

Frank: Cool.

Michael: That is pretty phenomenal. So, how did this deal happen? Was this an end user that you approached and bought it, or somebody else picked it up and you bought it off a flip?

Andrew: It was a little bit of a convoluted situation to be quite honest, but no, it was an end user. It was an end user that shot himself in the foot really is what happened. He approached us to broker the domain, along with a few other domains, which we were more than happy to do and we had actually given him expectations that this was a six-figure domain and we are very happy to broker it for him. And then suddenly, a day later, there were four domains that he owned. Actually there were more, but there were four good domains.

And then suddenly I saw some of the other domains that he wanted us to broker show up in John Dally's newsletter. So, I bought one of the domain names from John Dally. Right from his newsletter. I replied back. Boom. Sold. Take it. Thank you very much. Have a nice day. And then I called the guy and I said hey, what gives, like I told you we were going to broker this. Now you have gone out and put these things out there at wholesale prices. Flawless had not been included in the newsletter. The other domains had. And I said look, I want a deal on Flawless. You clearly want to move them. This is what I will give you, and we did a deal. And I actually subsequently bought all the names.

Michael: Oh, wow.

Andrew: So, yeah, we got Crumb.com, Flawless.com, Entree.com, and one more. Ah, Gladiators.com, which I subsequently traded.

Michael: How does a deal like that fall apart on you, Drew? It is not like you are unclear as a broker.

Andrew: No, it did not fall apart on me. It fell apart on him. He would have ended up with a lot more money if he had just let us broker the names.

Michael: Yeah.

Andrew: Instead, he shot himself in the foot, went behind my back, and so then I took my pound of flesh.

Shane: And that happens a lot. You will have people that broker and they will show up on another newsletter the next day for a totally different price.

Michael: Yeah.

Frank: Interesting business.

Michael: It is because you will see somebody brokering a domain. It will be there for a month and then suddenly it will show up in somebody else's newsletter for a month, and then it will show up in someone else's. And you have got to wonder, like do these owners of domains actually think that somebody is going to have the magical end user to buy it.

Andrew: Stop. Stop. They do not think. That is the problem. 99.9 percent of people just do not think. Unfortunately, that is the case.

Michael: Yeah.

Shane: Every newsletter is pretty much the same subscribers. There may be a ten percent movement either way, but we are all getting the same newsletters. We are all looking at the same ones. Drew may have the biggest group of subscribers, but still it is the same people and we see it and we remember the names. We have better memories than people think.

Michael: Yeah. So, Flawless.com. You bought it for 30. Right in the order of magnitude that Frank and Shane through the domain name would be worth to an investor. If you are an investor buying the domain name, buying it at 35 to 50 is probably a great range, so you got a nice deal on that, Drew. What do you think the retail price of Flawless.com is?

Andrew: I mean we would probably be looking for like 250, is probably what we want.

Michael: Yeah, six-figure domain just like you said originally.

Andrew: Maybe even a bit more.

Michael: Yeah. Well, congrats. Awesome buy.

Frank: Yeah, really good one.

Shane: Yeah.

Andrew: Thank you.

Michael: Frank.

Frank: Yes.

Michael: What is one domain name that you have personally, hopefully, bought, sold, negotiated, bid on, on NameJet, or whatever the case may be? Tell us the domain and not the price. Do you have one in mind?

Frank: Oh boy. Bought. Let's see. Bought, sold, or brokered, right?

Michael: Any. Tell us the domain and not the price though.

Frank: All right. EdibleFlowers.

Michael: EdibleFlowers, okay. EdibleFlowers.com.

Frank: Yeah.

Shane: Is that buy or sell?

Frank: Sell. We sold that one.

Michael: Shane, what do you think? And Frank, you negotiated this one?

Frank: No, actually I did not. Hang on. One I negotiated. It is a new month here. I am trying to think what I did so far this month personally.

Andrew: We are halfway through the month. I hope you did something.

Frank: You know what. I have got a team.

Michael: All right. Well, let's go with this one.

Frank: I can do personally bought. Oh man.

Michael: All right, let's go with this one, Frank. Shane, what do you think Frank's team at Uniregistry.com, DomainNameSales.com sold EdibleFlowers.com for? And this is right up your alley, Mr. Nursery Man.

Shane: Well, it is more delivery service, which we do not offer, but I know. I mean it is huge and you can see it all the time. You see the fruit. You see the cookies. You see everything, so it is big. If they are advertising on Stern Radio, you know that they have got some money or they are trying to build a brand. I would say that is a great name.

Michael: So, it is a retail sale. What is the sales price?

Shane: I am going to go high. I am going to say one hundred grand.

Michael: Wow.

Shane: There are a couple major million-dollar-sale franchises out there of those.

Frank: Wow.

Michael: All right, let's go over to Drew. Drew, what do you think Uniregistry sold EdibleFlowers.com for?

Andrew: I am going to say like 28 thousand dollars.

Michael: 28 thousand.

Andrew: Yeah, we had a similar name. I do not remember what the name was. I remember we had a similar name, and I actually do not know who the buyer is, but I remember we were talking to Edible Arrangements and they wanted it and because of the company they are, they were offering nothing. So, I do not know. I am going to say 28 thousand.

Michael: All right. Frank, what did EdibleFlowers.com sell for?

Frank: 25 grand.

Michael: 25 thousand. Drew nailed it.

Frank: Yeah, I think he was closer in there. I okayed this one. That is why I kind of picked this one. Very low traffic and revenue and hard to spell, so just seemed like a sore.

Shane: I think Edible. I mean I think there is some. Yeah, I mean I do, but again, just because it is a big business, as we have learned, they do not always pay up on things.

Andrew: That is exactly right. That is exactly right. I have a question, Frank, just in terms of your thought process. Would these names that lend themselves also to a new gTLD, like .FLOWERS. You can have Edible.Flowers. Do you see that increasing, decreasing, or not affecting the value of the .COM, regardless of what the new gTLD may be available or may be priced at? Just irregardless of that, or maybe it has not even come out yet.

Frank: Great question. I think it has a deadening effect somewhat on the value of the .COM if there is another viable option that looks better and it is shorter and in time, as new gTLDs kind of start to catch on and become more viable in the eyes of the next generation coming up, who are like hey, these

are not just weird things. These are viable, alternative names. All of a sudden, .COM does not look as good as .COM is. It does not look as good against the .FLOWERS.

Andrew: In terms of present terms.

Frank: Yeah, in terms of present terms, well, I mean obviously I am a net seller. I have seen more of a downward bias on .COM prices where there is a viable sparing the dot. That goes across pretty much everything. We brokered another one - Phoenix.Life - this last month, and PhoenixLife.com does not look as good against Phoenix.Life. Now, today it does. You would not want to launch Phoenix.Life without PhoenixLife.com, but in a few years, I could see a split. You can just feel it.

It is like a domainer's instinct. You just kind of can tell that in time there is going to be with two viable and one is shorter and there is a lot of them around there and everybody is using these new things. It just starts to look more viable. And I think it has somewhat of a deadening effect on .COM.

Andrew: So, I guess that was my sort of insinuating point. So, Phoenix.Life and PhoenixLife.com. Today you would not want to launch Phoenix.Life without the PhoenixLife.com.

Frank: Yeah, exactly.

Andrew: So, if this guy says five grand and then the guy that owns PhoenixLife.com wants 35 grand, so the guy says okay, I am going to buy Phoenix.Life. And then it gets time. It is about launch time and you are about to launch and they say we do not want to do that without getting the .COM too.

Frank: Yeah, I think today that is the instinct. I think it goes away over time. As more people start to use different endings, and I mean there is a real uptick here of like real users. Look at the Alexa number and the TLD stats. Growing Alexa numbers on actual end use new TLDs. As more of this happens, you are going to see more Super Bowl commercials with them. Then there is going to be a pivot one year where nobody wants the .COM and

it falls out of favor. Then there is going to be a resurgence, where the nostalgia of .COM, where people want to come back to .COM.

I mean you have got to go forward a few years in your mind, but you can see the point when there is a better alliterative. It has an impact on the value of .COM, and I think the impact is downward. Maybe upward in the new term, where you can be smart and play your angles, but like with any buyer, you can research the buyer and you can go wow, EdibleFlowers. It is Edible Collectible Monster or whatever wants to buy it. Hey, this is the natural buyer. I want to sell it for one hundred grand. Maybe our brokerage team should have done more research on that one, but that is with anything.

You can see that Phoenix.Life is out there. They are building a great, growing website. PhoenixLife.com is all of a sudden worth more, but it is like a firework in full explosion. You have got to kind of capture that photograph when it is there because it will fade. And nothing grows and lasts forever.

Michael: So, Frank, one of the things I love to do when I hear about sales before they are public is go look at what EstiBot says because they update their numbers almost immediately as soon as a sale price of a domain comes out, so you get to see what happened before. So, if I type into EstiBot.com, EdibleFlowers.com, I actually see some pretty good stats. The exact match search volume across all the search engines is 18,204 searches and the cost per click is \$1.12. That is not a shabby search phrase.

Andrew: But I would also say that that puts the price almost spot on at where he sold it. I think that puts the price right at 25, 30.

Frank: 1.67 uniques a day, which is nice, dim-level traffic and average monthly revenue in paid search does gross of \$5.44, so it is going to pay for itself in one year, but you are not getting rich on EdibleFlowers.

Michael: So, what is interesting here is that the EstiBot value is 57 thousand, so it is an order of magnitude. You sold it at 25. 57. Same order of magnitude. What I also find interesting is that it shows me where the domain name was for sale, and I could see that EdibleFlowers.com is for sale for 118,800 dollars. So, your team priced it retail at 118, 800 dollars.

Frank: Wow, I did not know that actually.

Michael: Took 25 thousand.

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Michael: What I also find interesting is that it shows me where the domain name was for sale, and I could see that EdibleFlowers.com is for sale for 118,800 dollars. So, your team priced it retail at 118, 800 dollars.

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Frank: You know what. I did not know we came off that much. I had no idea. Honestly I have been traveling to Morocco for the ICANN meeting a lot. I had no idea. I just saw it when it came down. Are you sure that number is right? It seems a little bit.

Michael: It is the Afternic listed price. This is probably one of those domains that you picked up in the '90s or early 2000s on a drop or something.

Frank: That Afternic number could be the last seller too.

Michael: Could be. Right, exactly. And I do not know how long you have held it. I did not do the reverse WhoIS lookup.

Andrew: But God's honest truth, I think that that is a spot on number. I think that 25 to 30 grand was exactly the right price for that name to sell. Even though the industry, even though whatever you want to look at, I know that we had done a pretty heavy negotiation on a really good name in that sort of greater space with Edible Arrangements, who is the player in there, and they just were not ready to divvy up a bunch of money for domain names.

And so, they really wanted the name. They were just like look, we were willing to pay whatever it was, and I think it was around the same. Around 25 thousand, so I think you probably got everything out of it.

Michael: Yeah, all right. Thank you, Sherpas. We are going to move on to the next segment of the show. In the Domain Portfolio Review, we take user-submitted domain name portfolios and provide honest and constructive feedback to the owners so they can either cut their losses, continue to hold, or figure out a sales strategy or disposition strategy going forward.

Today's portfolio was submitted by Forrest Greenwood. As part of Forrest's submission, he made a generous donation to the Fred Hutchinson Cancer Research Center to help us all find a cure for cancer. Forrest's list of 25 domain names sample starts with AesopsFables.com and it ends with WinterFashion.com. AesopsFables of course are the collection of fables credited to Aesop and one of my favorite that I read to my five-year-old is The Tortoise and the Hare. Great book. The fable is very short.

So, in this segment, we are going to go Frank, then Drew, and then Shane. Frank, you have Forrest's list of domains in front of you.

Frank: I do indeed.

Michael: Okay, so it starts at AesopsFables and goes down to WinterFashion.com. Looking at Forrest's list, Frank, what is your overall impression with this portfolio? Do you look at it and say this investor is moving in the right direction or do you look at it and say I do not see a lot of value here? What is your general take on his portfolio?

Frank: Yeah, I like his instincts here. AesopsFables. Hard to spell. I cannot spell Aesop. Is it Asop. And actually I did not know what it was. I am usually a wealth of useless information, but I did not know what it was out of the gate, so thank you for clearing that up, and I do love also the Tortoise and the Hare. One of my favorites.

Michael: Oh yeah. Golden old.

Frank: But that said, I am not sure if there is a trademark. One of the Aesops heirs to come out of the woodwork.

Michael: Aesop was around.

Shane: 600.

Michael: Like 620s to 560s BC.

Frank: Well, the long arm of intellectual property loss. Somebody owns that.

Michael: Yeah, I think it is public domain. I think he might be good on that one.

Shane: The heirs are in the 100 thousands right now of people.

Frank: Right. Right. So, nice, little name, and I think that is like a five to seven thousand. That is just my feel for it.

Michael: AesopsFables.

Frank: Yeah, I do not know. I feel like he can flip it.

Michael: Just because it has got so much. You have heard of it. If you do not know who Aesop is, which I did not. I had to go look it up. I will be honest. You have heard of Aesop's fables before.

Frank: Yeah. ArbitrationAttorney. Like that a lot. I am thinking 25K there. A settlement price. Arbitration is one of the most lucrative fields of law. CaliforniaProbate. Another big thing. Taxes in California are brutal and that is why I like this guy's instinct. It is not MissouriProbate. It is CaliforniaProbate, where there are particularities related to the law, so I like that a lot. I like the four-letter DCAV. That could be a lot of different things. I like names like that, where there is a short word with a viable letter in front of it in four letters.

I understand everybody is into CHIPS and whatever they sell in the Chinese market, but I really prefer these kinds of four letters, so this feels right. Going further down to the list, KPBS. Isn't that your logo for the PBS affiliate in Seattle?

Michael: PBS. It could be. I do not know what the K is. PBS is big all over the U.S., yeah.

Shane: He does not know Aesop, but he knows PBS.

Michael: I know.

Frank: That one is a little edgy. I saw that one in China. But I like DCAV up there. DiamondDesigns. I think that is cool for a jeweler's website. I mean DivorceMediator. Another killer. Anybody who has been through that difficult passage in their lives.

Michael: What would you price DiamondDesigns.com at, Frank? I know you have had a lot of experience with jewelry type of domain names. What is the asking price on that would you say?

Frank: I would try to ask in the 30s. High 30s and then settle because there is a design out there, and then I would sell it down lower. I would go as low as

the low 20s to sell that or high teens if I needed the money. DivorceMediator. I just like that. That is just solid as the day is long. That is a 20-thousand-dollar name. Again, this is not the liquidity price. This is boutiqueing this to the public. This is not a speculator's.

Michael: You cannot go list these for sale on GoDaddy or NameJet and expect to get these kinds of retail prices that you are saying.

Frank: That is correct. I think that is important for all your viewers out there to understand, that there is a settlement price and what I call the boutique value, and you are boutiqueing these under the LED lights in your jewelry store.

Michael: And so, let me ask you. Boutique pricing. That means that somebody is coming to you, looking to buy this, and that is going to be your initial price and then your settlement, your negotiated price.

Frank: That is correct.

Michael: This is not your team going out, contacting all diamond sales companies, and then trying to sell it.

Frank: Domain selling is very much like the real estate business. 90 percent of your sales leads come from the sign in front of your property as people drive by. It is very much like that in the domain business. You put up your for sale. This name may be for sale flag on the website of the domain name itself, and that leads to 80 to 90 percent of leads. The MLS is important. Zillow is important. There is no question, but most leads come from the name itself.

So, let's see here. GeorgiaDivorce. Another solid one. A lot of people in Georgia. Again, I would put that up there with CaliforniaProbate one that I talked about earlier. GraphicsPlus. I did not like that, although it does have the CS in there. GraphicPlus. GraphicsPlus. It is kind of a difficult one, but I think that is sellable. It has got to be a five-thousand-dollar name anyway.

KitchenSolutions. Solid. Solid. So many kitchen shops. And sorry, do you want me to stop?

Michael: Yeah, because I want to get the other Sherpas in here also. If you had to pick your top two favorite domains on this list, Frank, which would you focus on? Which would you say I would take those?

Frank: It is hard because this fellow's instincts are just so good, but I would say, looking through the list. If I had to take two, I like PacificPlace. There are so many places I have come across that are called Pacific Place.

Michael: There is one here in Seattle called Pacific Place. We have a mall here in Pacific Place.

Frank: We have got them everywhere.

Michael: Yeah, all over California, Oregon, Yeah.

Shane: There is none in Illinois. None.

Frank: All right, so maybe I am too close to the coast, but yeah, I like Marketing. KitchenSolutions is definitely up there.

Michael: Yeah.

Frank: Man, this is hard.

Michael: KitchenSolutions. So, that seems like a brandable name for a company that redesigns kitchens or puts organizers in. What would you ask on a KitchenSolutions?

Frank: 50 Grand.

Michael: Yeah, okay. So, it is not necessarily the highest priced domain on the list, but you just look at it and you are like I like it. It is going to sell.

Frank: Yes, SanDiegoDentist. Wow. There is a lot of good stuff in here. There are some dregs in here too. They are solid, but they are not as good. VoiceLive. I mean that makes sense to me, but it is just not the strongest against these others. WinterFashion, which is also solid actually. ReliableRoofing. There is one that is not as strong. Jeez, a lot of good ones in here though. Holy.

Michael: I bet there are probably like 30 companies across the United States with the name Reliable Roofing.

Shane: I bet there is one hundred.

Michael: Yeah.

Frank: This looks like a rip out of my list out of the stuff that we buy.

Michael: Wow.

Frank: So, this looks very much like the stuff that we buy.

Michael: Well, that is a great compliment from you, Frank, to Forrest. Drew, let's go over to you. What stands out to you on Forrest's list of domains here? What would you give your thumbs up to and what retail pricing would you ask on it?

Andrew: Yeah, so very much the same sentiment as Frank. I mean this is - I am going to venture to say - probably the best list we have ever had on Domain Sherpa.

Michael: Wow, Forrest, there you go, buddy.

Andrew: Yeah, from a submission standpoint, I think by far probably. I do not think that there is a single name on here that I would delete or let expire.

Frank: Definitely.

Andrew: It is really hard to pick out. There is no outlier that you are like oh, yeah, okay, that is a 250-thousand-dollar name, but there is a whole lot of great five-figure sales in this list. I guess if I am going to pick two, I am going to go with SBDC. Four letters, or three letters for that matter, ending in C just do well. They sell. They just have a much higher sell through rate than any of the other names, any of the other ending letters in my experience.

So, I am going to take SBDC, which I would regularly expect to easily sell for probably somewhere in that 25 to 50-thousand-dollar range, and then I am going to go with probably PacificPlace also. It is just a phenomenal name. I am a little surprised to see that it is not taken in more extensions, but that being said, I mean I could name five places off the top of my head named Pacific Place.

Michael: But let me ask you about SBDC. So, SBDC.com. You are saying 20 to 50K. Clearly you are saying for a Western company that's name is SBD Company or Corporation or something like that. You are not talking anything about Chinese premium, selling to the Chinese market.

Andrew: Yeah, I mean the liquidation price. A couple weeks ago, it was three. 35. Now it is probably more like two. 25. But nonetheless, yeah, it is a premium four-letter in the west, in the east, no matter how you slice it.

Michael: Both of them, but you are going to only get that kind of retail value in the west most likely.

Andrew: High propensity for an end user with those kinds of letters, yeah.

Michael: Okay, just wanted to clarify that for people that are still trying to figure out the whole west versus east and where they want to sell it. Now, PacificPlace.com. Out of all the domains, and we talk about commercial viability of domain names and if you can find more companies that have a commercial interest, then there is more people that are willing to pay for it and pay higher. What makes you pick PacificPlace as one of your top two on this list?

Andrew: I think no matter what, unequivocally, PacificPlace.com has a value. Always will. Value is never going away. Probably will only increase. Probably you could get into a competitive bidding situation if you put a little elbow grease into it and get out there. And you are not doing something stupid with it so that you lose it, but you go out and you find a few people that might be interested in buying it. I do not necessarily think that it is going to be the highest sale on the list, but I think it probably has one of the highest propensities to sell.

So, for example, WinterFashion.com. If you get the buyer, the right buyer comes knocking on your door and says I want to buy WinterFashion.com, I could see that name selling for a pretty hefty amount. Maybe 50 grand. 60 grand. Maybe even more. I think that is a really, really solid name to the right buyer if they come knocking on your door. But it is a very hard name to go out and try and sell. It is not a liquid name. You put that thing on NameJet. You are going to get five hundred bucks, two thousand bucks, somewhere in that.

Frank: And I am probably going to buy it.

Andrew: Yeah, and flip it for 50, 60, 75. So, again, it is hard. The guy is doing a great job. He should keep doing exactly what he is doing. Really honestly I could say something great about every single name on the list. NYCPA. New York CPAs would be very happy to have that name. There is very few names on here that there would not be a professional in that space that would not be very pleased to have that name.

Michael: Cool. All right, quick check of EstiBot. PacificPlace has 18,200 exact match monthly search across all the search engines, so clearly PacificPlace is as popular as you guys are saying it is. There is no cost per click because nobody is bidding on that, but there are a lot of companies that are using it, and so there is a lot of searches for that phrase. And then Google's geo locating and saying oh, you want the Pacific Place in Seattle if I look it up, for example.

Andrew: Yeah, and I am sure if you look at the longtail on that, it is like Pacific Place San Diego. Pacific Place Los Angeles. Pacific Place Mall.

Pacific Place Airport. Pacific Place Car Dealership. Pacific Place everything that you can imagine.

Michael: Yeah. All right, thanks, Drew. Shane, do you feel the same way as Frank and Drew that this list is a winner? You do not see anything on here that you would drop.

Shane: This is what I call an eternal list. Ten years ago, these names were valuable. These stand with the test of time. And I always try and tell people we are all caught up in the CHIPs and people think that is all I do, but it comes down to want. All these names: somebody wants them. Now, somebody's wants are more valuable. Companies with big money, but they get more coupons or points because their want is more valuable, but it always comes down to want.

Chinese names were popular because there was more want for it, but PacificPlace is valuable because there is want, because there is a lot of places called Pacific Place. That does not change. It is just who is the want and what the want and how much is changing, but these have not changed. I mean everything on here. I think if we had this same show seven years ago, we would still like all these names for the same reason, because there are so many Pacific Places, except for 420. That might not have been around.

Frank: Yeah.

Michael: I know. You did not even mention Remedy420, and there is no vegan.

Andrew: That is probably the weakest name on the list, is the Remedy420, but not a terrible domain. Not a terrible brand at all.

Frank: It rhymes though.

Andrew: It does. No, everything is relative.

Frank: This is why I like this guy's list, because everything has got a little something. It has got a little jewel box inside of it. I mean the names are like

that. They are not just face value names. When you actually think about it, you are like oh, and it is also good because of this.

Michael: A bunch of strong five figures. So, Shane, back to you. What stands out to you on the list that the other two Sherpas have not brought up yet?

Shane: Well, I will say the very first check I went with was KitchenSolutions. I feel like if I go to the local place, there is a kitchen solution sitting in there. And contrary to what Frank said, if you look at the truck sitting at the convenience store, buying stuff, they say quality plumbing. They say all these things. Reliable roofing. Those are the most common names in those industry. Do they spend a lot of money? No, but I guarantee you are going to sell that to those guys. They are going to pay something. Five thousand dollars to have their name, and there are lots of them.

All those. Reliable. It is always something. Advanced.

Frank: I agree. I agree. That goes back to the quality of this list, is the fact that tall three of us see different stuff in it that is really strong, and I agree with you on second brush. I agree with you.

Michael: So, let me ask you, guys, because I know you have domain names like this. Two-word keyword. QualityPlumbing. QualityPhotos. NameSolutions. MarketingNews. And eventually you will get people inquiring about them and they are like well, I do not want to pay that much. Keyword domain names are not as popular as they used to be, which is true. Seven years ago, keyword domain names were a lot more popular. Now they are not quite as popular. Plus you have the whole brandable explosion going on, and then you have these new gTLDs coming in.

What is your guys' response to responses like that?

Shane: When I first started doing this, one of the sweet spots in domaining is picking up a QualityPlumbing for two hundred to three hundred and selling it for 25 hundred. I find these smaller businesses. 25 hundred to three thousand is an affordable marketing name and I could do that all day with some numbers. If you have five names, you are going to wait a while. But if you

can build up a portfolio a hundred, you are going to sell these and you are going to do well with those names.

Frank: Yeah, my answer is: can I offer you a payment plan?

Andrew: Exactly.

Frank: I can see you cannot afford the whole thing right now and not a lot of people can.

Andrew: But give me the first payment. I will let you use it and the thing will start paying for itself.

Frank: Nobody ever gives it back.

Andrew: Yeah.

Michael: Hey Frank, how do you approach that conversation with somebody, when you say 15 thousand dollars and they do not respond back? How can you tell if they are actually thinking I cannot afford it, but I did not even know that you had a payment plan.

Andrew: Again, I feel like I am walking right into the right answers here today, but that is where our market kind of shines, because we do not know, but you need a CRM that will follow up. Most people get an email inquiry on their domain name and then they respond and they say it is 15 grand and it is the best name you are going to find. They put their heart and soul into the best email pitch possible to that person, and then they file the email away and completely forget about it, and then months go by and nothing happens, whereas with our system, it sends follow up emails and says hey, I have not heard from you in a while. Hey, how about this? How about that? How about a payment plan? And then they will write back. Yes, actually, tell me more about the payment plan.

Michael: Yeah. How long do you wait before your system sends out that follow-up email?

Frank: There is a closely guarded secret to our algorithm. However, I think of it on the whole as like a giant conveyor belt, where you put these on the conveyor belt and month after month, they just fall off the end. By the end, you have just got to catch them. You have got to believe and you have got to forward those inquiries into the system. If you are going to file them in your email anyway, just forward them to - well, when you have an account with us to sell at Uniregistry or sell at Domain Name Sales and it racks and stacks inside your account, and then creates an inquiry and the system follows up, follows up, follows up, and all of a sudden you will get something. It is like fishing. Somebody will come back.

Andrew: Wait. Tell me that again. What do you do?

Frank: Well, if you have an account with us, when you get an email to your domain email, you just forward that email to someone at DomainNameSales.com and it reads the email. It knows that that domain name is in your account. It creates an inquiry for the domain name in your account and you will start to follow up.

Andrew: Really. So, it will propagate. Put in the email. The whole thing.

Frank: The whole thing. Rack and stack everything inside, and you can still keep the email. You just forward a copy of it to Domain Name Sales and it just knows that your domain is in your account, so it creates the inquiry.

Michael: All right, and I am going to ask you at the end, Frank, what is going on with Domain Name Sales and the new Uniregistry market. We are going to go into that, but I need to wrap up because we are coming close to the end of the show.

Forrest, thank you for submitting your portfolio and making a generous donation to cancer research as a portion of this segment in the show. We hope that the review has been helpful to you in your domain name investing activities going forward. It does not look like you need any help. Congratulations on a phenomenal domain name portfolio.

We are going to move on to the Marketplace List. This segment is sponsored by NameJet. We will be reviewing 12 domain names heading to auction soon. For transparency, I always ask the Sherpas on this panel if any of the domain names on the list are owned or brokered by the Sherpas, just so we know if there are any conflict of interest. Looking at this list, do any of these look like your domains?

Andrew: No.

Michael: No, okay.

Shane: It looks like them, but they are not mine.

Michael: All right, if you like one of the names below, click through soon because once they go to auction, you lose your chance to put in a minimum bid and be part of the auction or even just watch the results. Today, the day that the show comes out, on the 21st, the first of these domains are going to auction. The links below click directly to NameJet to that auction. They are not commissionable links. They are just trackable, so NameJet can see what kind of traffic we are sending them.

The list starts with AuctionExchange.com and ends in YogaLessons.com. The entire list is made up of no reserve or reserve met domain names, so what we are trying to figure out, Sherpas, is if any of these domain names would be useful investments for newer investors and what you think a newer investor might want to spend up to. We will go Drew, then Shane, and then Frank this round. Drew, let's start with you. What do you like on the NameJet list and why, and what would you pay?

Andrew: Okay, so I like a lot of names. I like a bunch of names on this list. As a new investor, I think most of the names I really like on this list though are going to be probably tough. For instance, I love Sakai.com. That is a super, well adopted brand. I mean it is used for multiple different industries. Many companies have it in their brand, and I can imagine many of them would love to truncate their name down to just Sakai.com, and it would sell for probably quite a bit of money.

Michael: So, it is not necessarily for newer investors. What do you think it is going to sell for on NameJet if you had to guess?

Andrew: I think that is going to do at least ten grand. It might even go a bit above that. I like Nort.com. Typo of north, so probably has a pretty fair bit of traffic.

Shane: That is how you say north in Chicago.

Frank: And parts of Wisconsin.

Shane: Wisconsin.

Andrew: And I do not know offhand, but I am going to venture to guess that it probably means north in at least one other language. So, I like that name. And IE.org. Phenomenal domain name. That is the country code for Ireland. I have always just loved two-letter .ORGs. We have many of them.

Michael: Do you get a lot of inquiries on your two-letter .ORGs?

Andrew: We do. We get a tremendous amount of inquires on our two-letter .ORGs. We just turned down. Yesterday, we just turned down I think 25 thousand dollars for HF.org, which is probably our most popular one, and I assume because of the F. Foundation, so you have something foundation. Something starting with an H and then foundation. But nonetheless, IE.org is a great domain. I do not know what it would be. We sold IE.com a couple years ago.

Michael: All right. And what should newer investors stay away from? Pick one domain name that you are like stay away from it, newbies.

Andrew: Okay, so I think one of these new TLDs that I think I like on here is the TXT.xyz. I think that that is a great, great name. I think that you would do well. That name has got liquidity value in the wholesale market. It has got end user value. As long as this program continues to grow and become healthier and more adopted, I think chances of that selling grow, so that is

probably a great name for somebody coming into this thing to probably get into.

Michael: Okay.

Andrew: Stay away from WeightControlSecrets.com. Cannot imagine that one selling very well. V11.com. I mean that name has got liquid value, but probably very low likelihood of selling to an end user. I think something like SexyBikini.com, the numbers look really good, but I just do not know. I do not know. Frank wants Sexy. He has got the .SEXY, so maybe he is going to disagree with me, but I do not know. I just do not. I think the numbers lie. I think SexyBikini.com does not sell for some great number.

Michael: Yeah, okay. All right, thanks, Drew. Shane, let's go over to you. What are your favorite on the NameJet list and why?

Shane: Yeah, we are on the exact same page. I mean Sakai.

Michael: Sakai. Nort. IE.

Shane: Yeah, so we will skip those. The one name that I this is going to be a little deceiving because I think people are going to love it, but I do not think it makes as greatest sense as it seems is YogaLessons. I do not think lessons in yoga are. You do not take lessons to learn. It is a classes thing, but I think people are going to look at that and think oh, yoga is huge. Look at all the girls wearing the pants, but the lessons does not work. That is not what people are offering, but I bet you it still goes for a lot of money because it seems like a good name. There are a lot of names out there that have that appeal. I mean it is not a bad name. It is a great name and it will work.

Michael: So, you are saying that this is one of those domains that does not quite match up. It is not the right phrase. And if I type it into EstiBot, I can see 1230 monthly searches for yoga lessons. 1230. That is not very high.

Shane: You put in yoga classes. It is a whole other world most likely.

Michael: Yeah.

Shane: But the other thing is you have to give Mr. Nagari some credit for taking these .XYZs. I mean they laughed him off the ship before. And not even a year later, we are talking about any three-letter, non-vowel .XYZ going for five hundred dollars right now. Does not matter what it is. Add a TXT to it and it makes it even more valuable. Leaf. Same thing. I mean Leaf can be a lot of things. It can be a good brand.

Michael: So, let's talk about these two .XYZs then, Shane. What do you think they will sell for on NameJet, and then what do you think the retail price is if the owner holds on to them for five to ten years, waiting for an inquiry?

Shane: Well, I think leaf is as good a brand as any. I mean it can be anything. Yeah, I mean I think it goes for five hundred dollars, six hundred at auction. I think TXT goes for eight to nine hundred because just a regular three is going to go for five, so I think it goes for eight or nine, but a little bit more because of the text thing. Down the road, I mean it is hard to say.

I think that the end users. I think there is more flipping market than there is end users honestly right now, but down the road, yeah, it could be five to ten-thousand-dollar name for Leaf.xyz. I do like the things that rhyme a little better with .XYZ just because as a brand, I have always liked rhyming things. I mean I have 543.xyz. To me, those are the kinds of names. And that is the only .COs I bought, like Bobo.co. Things that rhyme and make good brands, but yeah, I will give them credit. Those are good brands. Those will sell. They are very liquid. You can flip them and still make money, and you can hold some to try and hold off for the better names.

I like FarmOrganics. It is not too exciting, but organics and farm to market, farm to restaurant is huge. It is as big a market as you get right now, so it sounds really nice.

Michael: FarmOrganics sounds very similar to the domains that were on Forrest's list in this previous segment, like the ReliableRoofing or the DiamondDesigns. FarmOrganics. It seems with so many farms going organic and people wanting to eat organic, FarmOrganics seems like a brand. Do you guys agree?

Andrew: I agree it is a brand, but I do not necessarily agree that it is in the same class.

Shane: I agree with Drew. It is not as good, but it is a name you want to hold off for and somebody will use it. Organic and vegan we talk about all the time. You cannot mess up with either one of those.

Frank: Yeah, I like that one actually. I can see that being a brand.

Michael: FarmOrganics.com.

Frank: Yeah.

Shane: Absolutely.

Michael: So, do you think it has a different price, Frank? What would you price it at retail if you owned it and you waited for an end user to come to you on FarmOrganics.com?

Frank: 27.

Michael: 27 thousand.

Frank: Yeah, I like that name. And then AuctionExchange. You make that a plural and it is not as valuable. It becomes AuctionSexChange. That is not so good.

Shane: You can bid on a change.

Frank: Yeah. AuctionExchange. Sorry, is it my turn yet?

Shane: No, I got a little.

Michael: Not quite. We are going to get to you.

Shane: I am almost there. And then the funny thing about V11 is it is just an awful looking name. I cannot see anybody branding it, but it will go for 320 dollars. What is what is the beauty of this market, is it is three-character .COMs have been liquid for four years, and my partner, Aaron. He makes great money buying portfolios of these because people think they are awful looking and they sell. And there is all kinds of money in junk names.

Michael: Where is Aaron selling these “junk” names?

Shane: GoDaddy and NameJet. They will go every day for that. I mean you will not see one under three hundred dollars.

Michael: What are you shaking your head about, Drew?

Andrew: When I was in the scallop business, we had a daily mantra. There is money to be made in the gutter.

Frank: (Unclear 58:42).

Andrew: Funny enough, in the scallop business, we sold the stuff that was in the gutter to the Chinese too.

Michael: All right, thanks, Shane. Frank, let's go to you. You said you like FarmOrganics, and if you owned it and you waited long enough, you would ask 27K for it. What would you pay for? And I see your company bidding for domains like this on NameJet. What would you go up to on a FarmOrganics.com on NameJet?

Frank: Tough to say. Six hundred to one thousand bucks, and I kind of like that name.

Michael: Yeah.

Frank: I agree with I think it was Drew who said Nort.com is solid. Sakai, although I am not sure what Sakai means.

Michael: It is a Japanese last name I believe.

Frank: Last name, okay.

Michael: And it probably means something as well.

Frank: I will put everybody out of our misery. This is not a great list. I want to go back to Forrest's list. I like FarmOrganics, Nort, Sakai, and SexyBikini, in no particular order.

Michael: What about Countless, Frank? Countless. What do you think about Countless.com?

Frank: I saw that. Names like that are hard. We have a lot of those. We do not sell them.

Michael: Because people say well, it is one word. It is in the dictionary.

Frank: I know. I know. As a man who owns a whole bunch of these one-word names, I can tell you that it got me exactly nowhere.

Shane: They get jaded up at auction too.

Frank: CafeBakery is nice. Yeah, CafeBakery is nice. That is good for something. And I am not a big trader, as you guys know, so I am a buy and boutique guy, so that is why. Otherwise, I would buy these .XYZs like TXT.xyz. V11, which I cannot spell. Yeah, I would buy stuff like that if I were a trader, but I am not a trader. I am a buy and hold kind of guy. And because of that, my targets would be Nort, Sakai, SexyBikini, CafeBakery I am going to add, and FarmOrganics, and probably AuctionExchange. It is getting kind of long, and I do not know.

Michael: Yeah, so let me ask you about CafeBakery.com then. Aren't you setting yourself up for failure here, like mom and pop cafe bakeries pop up all the time and yeah, it might be like Seattle cafe bakery or whatever so that they might want cafe bakery, but how much money do they have and how much can you sell it for?

Frank: That is the thing. I mean you kind of resign yourself. And again, because I am a habitual boutique seller, I will target everything. I will be like oh, it is 20 grand and that just will not fit for them, but hey, maybe I can offer them a payment plan. No, all kidding aside, yeah, I think you can sell some of these lower in buy it nows and clear them out. I think there is an arbitrage opportunity in there.

Michael: Yeah, so if you are able to pick up CafeBakery for a few hundred bucks, you might be able to put 2,800-dollar price on it and try to sell it quickly.

Frank: Exactly. That is exactly right. Was it Drew?

Shane: It was me.

Frank: Oh, it was you. Sorry.

Shane: Yeah, the reason I say that local businesses ask me to go get names for them, and I do not price stuff. They always say I would be willing to pay two to three thousand for you to get me that name, and that is ten local businesses without me saying anything, so that tells me something.

Frank: Yeah, so there you go, and so that is that kind of a name. CafeBakery is like that. You can get it for a couple hundred bucks. And you never know what will happen at NameJet. Somebody does not show up one day. They take the day off. All of a sudden you get a name for a discount.

Michael: Yeah.

Frank: That is the domain business. In life, half of your success is showing up.

Michael: That is right.

Andrew: That is exactly right. Absolutely.

Michael: All right, Sherpas, we are out of time on today's show. I want to go through and give everybody a chance to talk about what is new in their lives. Frank, let's start with you. May 19th, this coming weekend, the past weekend after this show airs is the second anniversary of Uniregistry. Congratulation.

Frank: Thank you so much.

Michael: Happy birthday day.

Frank: Thank you so much. I can hardly believe it. And by the time this show airs, what day does this show air?

Michael: This is going to air on Monday, the 21st.

Frank: Yeah, by the time this show airs, the Uniregistry Market will have launched and you will all be judging me either hardly or they will be giving me chair rides around the room. One of the two.

Michael: So, I heard you talking on Andrew Allemann's show that it was going to launch and I checked it out and I did not see it. It is going to launch two days ago when the show airs.

Frank: It is imminent.

Michael: If you have to get back there on the hamster wheel and power it yourself, it will launch.

Frank: We have a really high standard. I keep holding it off, holding it off, and part of the problem is scope creep. We keep stuff that we had planned for later release - we keep bundling into the first release, and then we want to polish it and then something else comes. Another group the team is working on and they want to get it in. Right now there are like three missing pieces. We have got to move all our email templates over because now they are all Uniregistry templates that go out, and there is a parking piece that we got to get in there, which I mean is there. It is just we have to get it reporting. And then there is one more piece I cannot remember.

Michael: So, it is definitely launching.

Frank: Yeah.

Michael: So, when the show comes out, if they have a Uniregistry account and maybe they have a Domain Name Sales or maybe they have been trying to get one, go to Uniregistry.com. It should all be there.

Frank: It will be there. I think you will be thrilled and delighted. I think people will be thrilled and delighted. There is a lot of infrastructure there. You will not maybe understand how to use it right away, but smart people look at it and go I know what it can do for me. It is that kind of magic moment of epiphany.

Michael: All right. Well, maybe I need to get somebody from your staff on to walk us through all the really cool features of it and give people a tutorial.

Frank: I will let you in on a little secret. We are going to have to give the staff the full lesson. I mean literally. It is that kind of, but it is tested, so it is not like we are launching something where there is spots springing out of the side and it is completely lost. It is not like that, but it is work, but we are going to get it launched and it is going to be beautiful and we think everybody is going to love it. In the meantime, enjoy the app, which can now do everything in bulk, so that is a big change.

Michael: Yeah, the app is phenomenal. If you do not have the Uniregistry app for your iPhone. Is it on Android yet?

Frank: We are working on the Android version. It is imminently close.

Michael: but the iPhone version is beautiful, and so if you have not tried Uniregistry, go register a domain name over there. Check out the app. It is Apple-like beautiful. Simple experience. Everything is where you expect it to be, unlike a lot of other registrars, where it is like where can I find that. Everything is where you expect it to be.

Frank: That is very nice of you to say. By summer, by the Fourth of July, I know one thing for sure. We are going to have our market inside the app. The market will be much more mature and it will launch mature or it will be even more mature yet. I mean there is a lot of infrastructure coming. It has taken me 18 months, the team 18 months to build. It is a Herculean amount. I do not think anybody will ever build anything like it again. You guys will appreciate what it is. You guys are going to appreciate what it is right away. You guys will be like whoa, why has nobody done this.

It is hard to make money with something like this, like you are chasing nickels, we figure there will be quite a few nickels at the end of the rainbow.

Shane: Yeah, good things will come. If it is a good product, it will change and people will come over.

Frank: It is the biggest thing to happen in the naming industry, I think. I mean no word of lie in terms of what it can do for you, how you can make it work for you, and how easy it is to use and open it is about the amount of information it gives you about your customers. I mean it is just a completely open platform. Basically it tells you who your customers are. Their IPs. I mean it allows you to work with those customers. Research them. Everything that Domain Name Sales lets you do, free. Now, I mean a very powerful kit.

Michael: Yeah, nice.

Andrew: Have you thought about doing some small subscription service for starters, an enterprise level? So, for instance, I run a brokerage team, so I already picked you to subsidize. There was cost of my CRM to operate my brokerage team, but I can go in and pay ten grand to Sales Force to create this customized thing, but you have already done it, so why not give me a monthly subscription to let me run?

Frank: We are still trying. We have been trying to work on it. It is very broker centric obviously, and we have been trying to make it both customer centric for novice users who have never sold a name before and just want to intuitively sell. It just makes sense. I should be able to sell here. Those newbies who have one name, and then power users who have a very high

standard. Everybody uses DNS has been using it and wants to see a whole bunch of improvements over there, which we want to give them because that is our team too.

And then we are still trying to get our arms around how we are going to scale it. Obviously there is going to be some kind of an enterprise version that we have got to move towards, where we let people use it. The whole idea is that we want everybody to use it, where we have not fully got that part of it baked. The way we will make our money on this is we will be able to mop on leads. So, there are really old leads, where people just abandon ship. Names that are 180 days old. Inquiries that are 180 days old, where our brokerage team can mop up behind and then that inquiry we can bring back to life and try to exact a commission.

Michael: Yeah, and the domain owner that is using your platform gets a sale, gets the proceeds and you also get a commission.

Shane: Yeah, most people do not realize you can just toggle that and turn that on, and then anything over 180 days they pick up.

Frank: That is exactly right. So, we are going to get rid of the toggle and say okay, now if you are using us, we are going to mop up after you after 180 days. If you have given up, we are going to take over on a brokerage. And those are very small margins. It is not like we are getting rich off those, but where we are really going to get rich is every name that you mail us that is for sale is for sale in the Uniregistry purchase path, where there is a true buy it now, where if the name lives at Uni, we will be able to do that instant transfer we were just talking about, where the owner buys it as if they are buying a secondary market name, as if they are buying a new registration.

Boom. Boom. Boom. Name goes into the account. If it is your name, it gets locked. Money goes into Uniregistry account. I mean it is pretty slick.

Michael: Yeah, that is awesome.

Frank: What we did not have when we had DNS is we did not have all the merchant services. We have got so much more merchant infrastructure now

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with credit cards because we are a registrar. We are dealing with all that. We did not have that instant fulfillment, the ability to transfer because we did not have a registrar. So, what we are really doing is we are reimagining Domain Name Sales and making it easier to do buy it nows and easier to negotiate because Domain Name Sales is kind of clunky in terms of opening a lead and filing it. It is not as intuitive as it should be. It is so much better.

Michael: Well, congratulations, Frank, and Happy Birthday. Go check out Uniregistry.com. Drew, let's go over to you. Anything you want to announce or promote.

Andrew: Well, I am in Europe, and will be in Europe for the next few months. So, anybody that would love to meet up, I have domains. Will travel. Unfortunately, I will not be able to make it to the World Hosting Day. I have a conflict.

Frank: There is a domain in Europe show. Do you know about that one?

Andrew: Yeah.

Frank: Google it.

Andrew: Yeah, I think I am going to be getting fat in the North of Spain though.

Michael: Oh yeah, you got that nice trip going on.

Andrew: Yeah.

Frank: You have a tough life. These domainers have it so tough.

Michael: They do.

Andrew: God bless domains.

Frank: Where is my trip to Northern Spain is what I want to know. Honest to God.

Andrew: Once you get this launched, you can make your trip.

Michael: Yeah, exactly. You do not get to go on vacation until Uniregistry fully launches.

Frank: I have not had a real vacation, like no work in like God, I do not know. It has been so long, but I am due.

Andrew: So, it is a gift and curse, domains. So, I could not tell you the last time that I actually had vacation, no work.

Michael: That does not happen anymore. People say that I am like yeah.

Andrew: You have to respond to shit on your phone.

Michael: Yeah. It is a blessing and a curse. You can do it from anywhere, but you are always on.

Frank: You are going to love the new market app. By this summer, you are going to be in the South of France with this market app. You are going to be like oh my God. Oh my God, I cannot believe.

Michael: There is going to be a Frank Schilling button. You press it and it just responds 25 thousand to every single domain name inquiry.

Frank: They are going to put a glowing, bronze Uniregistry U in the domaining Hall of Fame after you see this market app.

Andrew: Number one thing that I would love to come out of this is quick. Being able to just like clear the shitty inquiries. Like the guy from Bangladesh wants a 100-thousand-dollar name and offers 50 bucks. Like just done and it is no longer in my ----- thing.

Frank: I get it.

Andrew: I do not even reply anymore to most of my DNS inquiries.

Frank: That is so much easier now. Yeah, I get it.

Andrew: Because I mean it must be literally a thousand times more painful for you.

Frank: It really is.

Andrew: So, the only other thing I am going to push out is we do continue to have a running auction on NameJet. We have got a couple hundred more names still yet to be auctioned. You can go to MediaOptionsAuctions.com and it will take you to our NameJet auction listing, and there are some phenomenal domains still yet to be sold.

Michael: All right, go check it out. MediaOptions.com/Auctions.

Andrew: No, MediaOptionsAuctions.com, Cyger. Come on.

Michael: Shane, what was that URL again?

Shane: I do not know. There was a niner in there somewhere.

Andrew: Just go to NemeJet.com. You will see our banner.

Michael: All right. Thanks, Drew. Shane, anything you want to mention or promote. Give a shout out to.

Shane: Yeah, it is still the blog, DomainShane.com. Got a bunch of great guys working on the site with me. A good group. Some pretty funny. Part of the blog thing is supposed to be entertainment. We are not probably as good as news as some of the other guys, but if you want to have a little fun, read about domains, get some and good opinions on things, I think we do a good job. There is a time where I kiss my wife goodbye though. It is harvest season, so I am digging shade trees and we will do a couple million dollars in the next month.

Michael: Jeez.

Frank: Wow.

Shane: So, as I was telling you, you heard me bitching over, right? I have got 35 employees in one location and nine in another, and working is great, but I feel for Drew, where he gets to just have a couple people working with him. Every day is a different drama. These trees. Yeah, you have got timeframe to get things done, but that is what I love about domaining, is I can have an income. I can have a wonderful business and I have another business with domains.

I can be riding in a tractor and using Frank's, so I always joke that I always sell a name during a snowstorm.

Frank: The new market app is so much better because it has the transfer component and negotiation will be easier. I mean it is next generation stuff.

Shane: It is exciting to be sitting there, and I am not joking. I will be digging a tree and bing, an SMS comes up and says you have received an offer. And then I look it is for three dollars.

Michael: But still.

Shane: But still. It is still exciting to get.

Michael: Somebody said that they want your domain and that is cool.

Frank: A lot of the shortcomings that you guys did not like all swept away. A lot of new stuff in there. Notifications. Text notifications. SMS notifications on top of you will be able to toggle how you want to be notified. I mean a lot of stuff. When you get in there, and it is all pretty intuitive. When you get in there and you get into the weeds, you really should invest some time in the market and go in there and nose around.

Michael: All right, so it is launching this weekend, right, Frank?

Frank: We were going to launch it Wednesday, which is tomorrow right now, here.

Michael: Yeah.

Frank: This Wednesday, the 16th here. For sure before the weekend.

Michael: All right, awesome. Hey Shane, also you do have a pretty fun team. The time that I have had to meet all of them at different NamesCon events and such. Yeah, we should do like a Google Hangout just with the DSAD Team, so people get to meet them. Are they willing to come out of hiding?

Frank: And everybody is different. I mean we prove that you could make a good living. I mean we all make pretty much six figures - Travis is getting up there -, but from domaining.

Michael: All in different ways.

Frank: Yeah, paramedic. We have got real estate. We have got investors. We have got all these.

Michael: But you all invest in different domain name types as well.

Frank: Completely different. I have learned so much. There are so many ways to make money in this industry. I thought Josh was the craziest human being I have ever seen when it came to how he did domaining. I thought: are you crazy? He had a thousand names at BrandBucket, but damn, he sells them and he does well. He picks them out perfect and he is making tens of thousands a month by choosing the right name. So, we learn.

I mean we learned there is no right or wrong in doing this. For anybody to criticize just means you have not listened enough.

Michael: Yeah, all right.

Frank: I like that.

Michael: I want to give a quick plug for DNSeattle.com. This is the third annual local Seattle meet-up. It is actually Pacific Northwest. We have got people coming down from Vancouver, British Columbia. Over from Idaho. Up from Portland. We actually have got people coming from California unbelievably. One person just registered from Minnesota.

Frank: Wow.

Michael: So, yeah, it is going to be a phenomenal event. May 12th, 6 to 9PM at the GoDaddy headquarters in Kirkland, right next door to the Woodmark Hotel, which is a beautiful hotel, where I am going to be staying because I live way over on the other side of Puget Sound. Beautiful hotel room. We are going to be at the bar from nine to midnight or one o'clock, whenever they kick us out.

So, basically at GoDaddy six to nine and then at the bar nine to one. Educational event. Networking. Staton.Rocks is going to be there spinning some tunes.

Frank: Nice.

Michael: Beautiful GoDaddy facility and they are the premier host. So, phenomenal event. Go to DNSeattle.com. Register. With the sponsors, I am trying to limit it to 75 people only. I think we only have about 20 tickets left. So, if you think you might be in the Seattle area, go reserve a ticket. All of the proceeds, all of the money, the sponsor money, your ticket money, everything goes to the Fred Hutchinson Cancer Research Center to help us all find a cure for cancer. They are doing phenomenal work right up here in Seattle and they are Domain Sherpa's charity of choice.

Frank: Well done.

Michael: If you received benefit from today's show, post a comment underneath the video and thank today's Sherpas.

I want to thank Forrest Greenwood for submitting his portfolio and making a generous donation to Fred Hutchinson Cancer Research Center as part of that

submission. I would also like to thank NameJet for submitting their domain name portfolio and sponsoring that portion of the Domain Sherpa Review, and thanks again to our Sherpas who this show would not be possible without - Andrew Rosener, Frank Schilling, and Shane Cultra - for sharing their experience and insights. Thanks guys.

Frank: Thank you guys.

Michael: We will see you all next time.

Watch the full video at:

<http://www.domainsherpa.com/review-20160321/>