

### **The DomainSherpa Review with Andrew Rosener, Joe Uddeme and Shane Cultra**

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On today's Review, the Sherpas tell you what's a waste of your money.

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

We have three segments 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. And finally, we will preview some domains going to auction soon at NameJet.com. Joining us today on the DomainSherpa Review are three past Sherpas and industry thought leaders. In order from left to right, we have Andrew Rosener, CEO of the domain name brokerage firm, MediaOptions.com; Joe Udeme, CEO of the domain name brokerage firm, NameExperts.com; and Shane Cultra, Publisher of the blog, DomainShane.com, and owner of the Country Arbors Nursery in Illinois.

Today's show is sponsored by six awesome service providers in the domain name industry that I am going to tell you about later on in the show. They are Estibot, Escrow.com, Uniregistry, DomainIQ, Efty, and DNAcademy. More on them later, but first, Sherpas, welcome to today's show.

Andrew Rosener: Thanks, Michael.

Michael: Hey Shane, that was a fun episode last week with the Domain Shane DSAD crew doing the review. Fun to see your entire team and meet Travis for the first time.

Shane Cultra: Yeah, that was actually our first group sit down together where all four of us were sitting down, talking at the same time. That has never even happened.

Michael: Do you just operate by email, or how do you do it?

Shane: Yeah, email and phone. Every day we talk, and you saw on the show it is a great mix and I say this all the time. Good things are mixes of different people and everybody brings these different skills and different personalities. And when one guy gets wound up, the other guys relax, or one guy built this and Travis says just settle down. I can build it in five minutes, where Josh, Aaron, and I are saying that is going to take me like 72 hours to do on the computer, but that is because we do not know what the hell we are doing. So, anyway, it was fun. I had a good time.

Michael: Well, that was a fun episode. If you did not watch last week's review, go watch that one with the DSAD crew. I think I am just going to organize weekly meetings for you guys and join in because you guys are so entertaining.

Shane: You will be our business manager.

Michael: Great bunch of guys. Drew, it has only been a couple of weeks that you have been gone, but it seems like an eternity, buddy.

Andrew: I have been doing a little bit of traveling.

Michael: Yeah, and every time you post a picture on Facebook or whatever, it makes me jealous, the places that you go. I thought I live in a beautiful place, but jeez Louise I need to get out more often.

Andrew: It was an epic trip. I have to say that you go to Greece and you realize two things. You realize immediately why Greece is in an economic crisis, and then you realize that you do not really want it to change. That it is like I do not really want Greece to change. It is too amazing. It is too beautiful and people are just so friendly, and I kind of like them just the way

they are. So, it is a strange dichotomy. It is like Greece just somehow does not fit into the modern economic world and maybe it should not.

Michael: Right.

Andrew: Maybe it should not.

Michael: That is interesting. I have got to get over there.

Andrew: I am in love with Greece. We had an amazing trip and I highly recommend it.

Michael: Nice. Welcome back. Joe, you have been on the DomainSherpa Show a couple of times in the past, talking about outbound sales and sales persistence. You did a show where we went into the details of a sale that you made that took 120 contacts to close. Emails. Phone calls. Whatever. And if you have not watched Joe's past interviews on DomainSherpa, scroll down to his name and click the link that shows other shows. Fantastic shows. It is good to have you back.

Joe Udeme: It is great to be back. I am happy to get more involved and evaluate some of these names and talk with these awesome guys here. It is true professionals in the business. More than happy to be here and I hope to help you out any way I can.

Michael: Yeah, and just to address the elephant in the room, this is your first show since you left Domain Holdings, in case anybody is wondering or they thought used to be with Domain Holdings or what have you. Your new firm is called NameExperts.com. How is being your own boss treating you?

Joe: It is fantastic. I could not be happier. Surrounded by true professionals in the business. Just love working with everybody. Things are going great and love to keep the torch going and help clients any way that I can really.

Michael: Nice. All right, Sherpas.

Shane: I thought the elephant in the room was the chalkboard behind him. That is what I was just saying.

Michael: I know. I love that. He is old school.

Shane: I am trying to read it. Is it math equations?

Michael: Dude, he is solving like Laplace transforms back there. He is about to open a can of whoop-ass on the industry.

Joe: Yeah, just kind of working hard, trying to keep busy.

Michael: All right. We are going to start off this show with a segment called What's New, Sherpas, where the Sherpas get to share one purchase or sale that they have made over the past few weeks and we get to learn things like what they paid or received for the domain, why they thought it was a good deal, and how the negotiation progressed. We basically get into the minds of the Sherpas and get to see how they think with their own money or their own negotiation on the line. I am going to lead you through the questions, but the other Sherpas will get to comment during the process as well. This segment, the order will be Shane, then Drew, and then Joe. Shane, what is one domain name that you have personally bought or sold in the past couple of weeks? Tell us the domain and not the price yet.

Shane: All right, I am going to go with the typical Shane out of the normal range, but I bought Seed, but it is a .CC. Just plain, old, little baby .CC.

Michael: Seed.cc. So, you are sticking with your whole nursery thing, and then you went with a .CC. All right, Drew, what do you think Shane paid for Seed.cc?

Andrew: I think he paid like four to five hundred dollars.

Michael: Yeah, all right. Do you follow .CCs at all?

Andrew: No.

Michael: They do not even cross my radar.

Andrew: I actually do remember seeing Seed.cc somewhere in auction and I think I even threw a bid on it because I really like seed domain names and I have sold quite a bit of them. In fact, we just bought Semillas.org last week for one thousand bucks on a drop, which means seeds in Spanish. I do not know. I think I probably would have paid 250 bucks for it just because it is seed and it probably went higher than that because I think I did place a bid, so I am going to say four to five hundred.

Michael: Four to five hundred bucks. Joe, what do you think Shane paid for Seed.cc?

Joe: I am going to take a stab and say he paid eight hundred dollars for it.

Michael: Eight hundred bucks, all right. Shane, what did you pay for Seed.cc?

Shane: I think Drew was probably my final bidder, but I paid 287.

Andrew: It is a good deal.

Michael: 287.

Shane: Yeah, I own Seedhouse.com. I own HeirloomVegetableSeed. I like seed names just because they are, and I have had really good luck with .CC. I have sold Venture.cc. Capital. I do very well with .CC. I do not make a ton of money, but a couple thousand dollars and it is a good keyword. I guess price to value is something that I preach all the time. Your price to value. Does not matter what you pay or what you sell as long as that relationship or that ratio is good you will be fine. Seed.cc, and I own Christmas.cc and SantaClaus.cc.

Michael: But do you get end user contacts - inquiries - regarding these .CCs?

Shane: The most popular one is I own Coins.cc. Coins, like crypto currency. That one gets bid every couple weeks, but no, I do not get a lot of bids and they always come in. They start at 50 and end at one thousand, and most of

the time one thousand is not worth it, but a couple thousand dollars. Venture.cc I sold to Christian Church. Venture.cc to Venture Christian Church, and I think I have mentioned that a couple times, but yeah, there are other uses for it. And again, as long as I sell it for more, and I do like it and I like it more than some of the other TLDs, but everybody has got their personal likes and dislikes and what they feel comfortable with. And for eight years, .CC has kind of been my little area, because you can only concentrate on so many things and know exactly what they sell for.

Michael: Right.

Shane: And so, I chose .CC a while ago and I probably know the pricing better than anybody in the market.

Michael: Yeah, all right. And where did you pick that up?

Shane: That was at GoDaddy.

Michael: Okay, so you just watched it on the drop. You are watching .CCs at GoDaddy.

Shane: Yeah, I watch all one-word anything. It does not matter what the word is. I tend to watch it. If it is five letters and a major word, I will pay attention. Now, I saw .MO the other day, which I am going to have to say I have never even heard of .MO, but it sold.

Michael: .MO. It is a country code for what? Molybdenum. I do not even know where that is.

Joe: Is it Mongolia?

Andrew: I have no idea.

Joe: That is the only one I can think of.

Shane: I thought it was a Simpson.

Andrew: I think Mongolia is actually part of Russia, isn't it?

Shane: I have no idea. When it comes to TLDs, Mongolia. We are going to have enough in this list to go through without adding more country codes.

Michael: All right. Well, I just typed in Nick.mo and it did not even resolve. Isn't it requirement that the registry has to resolve the Nick.TLD page?

Shane: It was on Sedo. I do not think you can make up stuff and put it up for auction.

Michael: I do not know. I would not surprise me.

Joe: It would not surprise me.

Michael: Personal jinx. All right, thanks, Shane. Drew, what is one domain name that you have bought or sold or brokered in the past couple of weeks? Tell us the domain name first and not the price.

Andrew: Okay, so you want a buy or you want a sell? I am going to make you pick.

Michael: I want a buy.

Andrew: All right, so this was a trade and cash deal. All right, so when I give the price, it will be exactly what we paid for the other name, plus the cash that we put on top in exchange.

Michael: Got it. All right, so tell us the domain that you received first.

Andrew: Extract.com.

Michael: Oh, Extract.com. Joe, single-word. Extract.com. Financially, what do you think Drew paid monetarily for Extract.com?

Joe: I think the total value of a name like Extract.com would be around 20 thousand. Maybe a little bit higher. Killer brand. Great name. I know Drew's style, so I am going to say 20K.

Michael: 20K. Okay, so you think the retail value is 20K or you think Drew paid because he got a little bit better of a deal than retail.

Joe: Well, first of all, Drew would never pay retail, so I would say 20.

Michael: Sometimes.

Joe: Exactly. It depends on the name, but Extract. I would say he paid 20K for it.

Michael: 20K. All right, Shane, what do you think Drew paid for Extract.com?

Shane: I think it has more value - extract than extract.

Michael: Do not get all nitpicky (Unclear 12:08.9) with me.

Shane: Yeah, I mean as soon as he said that, I was thinking he is taking all that data off the photos on the Internet. We talk about that at our house all the time.

Michael: You know it is funny you say that. Usually I go technology, but in this case, marijuana. How do I extract the marijuana oil?

Shane: Yeah, and we know Drew is ganjapreneur, so he may be thinking the same thing.

Michael: Yeah.

Shane: I have got a question for Drew just real quick. When you bought the other name that you traded, did you buy it earlier and get a good deal on it?

Michael: That is TMI. He cannot reveal that.



Shane: Okay, because what he bought and what it is worth now could be different. That would affect our value, but extract. I do not even think Drew owns that, but I am going to say 16 thousand.

Michael: 16K. All right, so Drew, what did you swap for Extract.com?

Andrew: All right, so just because I am making this public does not mean that it was a good deal. As I said, never say never because sometimes I will make some insane decisions, but this is strategic, and so there is a reason. But the domain that we gave up was Blood.com.

Michael: Oh, Blood, I remember when you picked that one up.

Shane: I change everything.

Michael: Yeah, exactly. 16K. You are about to get blown out of the water, man.

Shane: Yeah, oh man.

Michael: So, you traded Blood.com, plus some cash for Extract.com.

Andrew: Yeah, so we traded Blood.com, plus five thousand dollars in cash, and we got Extract.com

Michael: So, what did you pay for Blood.com?

Andrew: Paid 78 thousand dollars for Blood.com.

Michael: All right, so we got 83 thousand dollars cash out of pocket for Extract.com. What do you think the retail value of Extract.com is?

Andrew: There are a couple stories here. So, Blood.com. We paid a lot for that. We actually paid about 120 thousands for Blood.com originally, like five years ago maybe, and then we gave it up to Oliver Hulger in a trade deal as part of a bunch of different names that we traded to get a two-letter .COM.

And then Oliver was liquidating a lot of names and we bought Blood.com back for 78 thousand. And the reason I bought it back for that is because (Unclear 14:58.1) was all over the news. They were like the highest valued company in the history of the world.

Michael: Their CEO was worth like five billion dollars.

Andrew: Yeah, ten billion. So, anyway. So, (Unclear 15:12.3) was all over the news. The whole premise of the company is blood, and so we bought it back. We tried to sell it to them. They were not willing to pay more than like 50 grand themselves, and so I kind of got deflated about it. And then I still loved the name. I think Blood.com is an incredible domain name and some day it will sell for a lot, but it was sitting there, stagnant, and so Extract.com came along and I needed it. And so, the guy wanted a lot of money. I was not willing to pay that, so we found a more creative way to get it done. He was not in love with the particular name. He just said I would take an equivalent name, plus a little cash.

Michael: Yeah.

Andrew: And so, yeah, we did the deal. And the reason I paid such a high price for Extract.com is because of what you said. So, basically the entire cannabis industry is moving away from actual smoking flowers and into concentrates and extracts. So, the extraction business is the largest business in the entire cannabis space. The machines to do these extractions cost up to 200 to 300 thousand dollars each. There is a wait list for them. There is not even enough manufactured yet. I mean it just is a booming business. Now there are home extraction kits and everything is about extract, and so I think that there is a lot of technical ways use this, but we have sold a lot of big one-word cannabis brands now in the low to mid and high six figures and one in the seven figures. So, I am pretty optimistic about Extract.com.

Michael: So, there is room if you ever want to sell it, but you are in that business. Like Shane mentioned, you run Ganjapreneur.com, a B2B publishing site, and this could be another revenue stream for you someday.

Andrew: Absolutely.

Michael: Nice. Which is better: Extract.com or Extraction.com if you wanted to potentially target the extraction market?

Andrew: So, Extract.com is the better brand. I mean Extraction.com might be an easier sell for a lower price point to an actual manufacturer of extraction equipment.

Michael: Yeah.

Andrew: But Extract.com is the brand and that is where you are going to go find some marketplace of extracts some day or whatever it might be.

Michael: Totally. And so, do you do a lot of these type of deals where you will take a domain name that is just not get any action and throw a little cash in and trade that out for some other domain name that you think?

Andrew: Absolutely. I love trading. I love trading and we have done a lot of trading deals. We traded Stawberry.com.

Michael: Yeah, lots of them. It happens, but would you say like you do a trade once a month on average?

Andrew: I mean I would say recently it has been more difficult because a lot of the things that I like to trade are I will give up some liquid names, like three-letter .COMs in lieu of cash where I see value in a particularly brandable, strong name, and that has become more difficult because that market has just been so volatile.

Michael: Yeah.

Andrew: But I would say going back a couple of years, I think once per week we were doing some kind of trade deal.

Michael: Yeah. Nice. All right, thanks, Drew. Joe, what is one domain name you have bought or sold or brokered in the past few weeks? Tell us the domain and not the price.

Joe: Yeah, it is kind of difficult for me. There were three recent transactions that occurred over the last few weeks. All three of those are under NDA, which is pretty common in our business, so I cannot really discuss them. I have not done any personal acquisitions recently, so unfortunately I have to kind of defer this go around, but certainly for next time, I will be happy to share the specific domain names and talk about pricing and things like that.

Michael: All right, we are going to give you by this time. In lieu of you, I will throw out one that I just purchased last week. Shane, what do you think I paid for Popup.io?

Shane: Let's see. Popup.io, right?

Michael: .IO.

Shane: Well, I guarantee that it was on Flippa because I have never seen any .IO sell anywhere but Flippa, but they are selling like crazy on Flippa. So, I will say, and I do not want to offend you, but I am going to go with 287 dollars.

Michael: 287. Drew, what do you think I paid for Popup.io?

Andrew: I am going to say four hundred bucks.

Michael: Joe, what do you think I paid for Popup.io?

Joe: Popup.io. I am going to go with 675 dollars.

Michael: All right, and the winner is Drew. I paid 360. Most people know my affinity for .IOs. I sold SEO.io. I sold a couple of others. I like them because, like you, Shane, most people do not understand the .CC market and most people do not understand the .IO market, but I like the, because I know that startups are looking at .IOs. With .CO, since Juan sold that business, they

really have not done a lot of marketing that I have seen, so they are not as cool in the startup world as they used to be and .IO has sort of, in my opinion, been taken up as the cool domain name, if you cannot get a .COM of course. And so, I saw a Popup.IO at Park.io, which is the place to go grab domain names that are expiring. I think it is one of the only places to grab them and I was hoping to snatch it up for like 99 bucks, the minimum bid, because it could be a pop-up blocker. It could be software for your website that creates those pop-ups that gets people to sign up for your newsletter. So, it could be a whole host of things. Definitely geared towards software, so it matches the .IO, just like we talk about with the new gTLDs. The keyword needs to match the TLD.

So, I paid 360 for it, and I think if I went to Flippa, to your point, I could probably sell it for a thousand or 15 hundred bucks today. I think that entrepreneurs and software guys would pay.

Shane: Again, there is a certain type of .IO that sells and a lot of people still do not grasp that yet. They see the sales in .IO and they see the history, but they have to understand it is for a new technology brand. That is what is selling. Some generics just do not work at all because a new company does not want to be a generic name. They want to be a cool word.

Michael: Yeah, the acronyms that work in .COM do not work in .IO.

Andrew: The most popular .IO that we have in terms of inbound inquires is actually PVP.io.

Michael: Person versus person.

Andrew: Yeah.

Michael: So, that is not a random three-letter that you are hoping a company is going to brand to because they have got Lieberman.

Andrew: Yeah, it is an acronym.

Michael: Well, but it is an acronym and it is technology-related, so I think it stills goes back to Shane's point.

Andrew: Yeah.

Michael: P2P. BTC.io. All those technology-related ones I think would work.

Andrew: Well, we sold Dolphin.io.

Michael: Did you?

Andrew: Yeah.

Shane: It is a good brand though.

Andrew: Yeah, it is all those. Anything that is clever. Maple.io. Anything that is a clever, little brandable thing. Anything that is cute enough to get put in front of .IO.

Shane: And people say well, it is not .COM, but the .IO actually separated it out and makes it more modern at this point.

Michael: Well, but the best .IO will go for a fraction of a percentage of what the best .COM will.

Andrew: Yeah, it says I am a pansy and I am not willing to pay for the .COM. That is what it says.

Michael: Yeah.

Andrew: It is a terrific ending. I love it.

Shane: I like it like this. This is my placeholder until I buck up.

Joe: Exactly. That is a good way to put it. I mean I think it is a placeholder. I think that a lot of these guys, as startups, will get some seed capital and they will put some money into it, but it is not going to be anything remotely close

as to what they would need to acquire the .COM, so it is a good alternative. And then, when they are ready to pony it up, I think that some of these guys will step to the table. I think a lot of these guys understand the value of the .COM. They understand that the .COM really is the TLD that reigns supreme. Ultimately they are going to spend some money maybe for their company and then, when they get some actual longer-term capital down the road or more investment, they will go ahead and make the plans.

Shane: That is how all business works. I mean as a business owner, I see the guy with the fantastic truck and does all this stuff. I cannot afford it yet, so I bought a truck that got me to the job, so that I could keep working and improve my business model. And then, when I got going, I bought the equipment and I bought the building and I added more land. There is only so much money in a startup and many of these startups do not have 500 million or four million. But when the time comes and they realize how it can change your business, they are paying up. They are getting the name that represents and is the name they always wanted. They just did not have the money.

Michael: Yeah. So, what are startups buying, in your opinion, Joe? They are buying maybe two or three-word .COMs, .IOs? I still see .COs. What do you see?

Joe: I mean most of my focus has always been the .COM. I do not try and steer too far away from that, specifically when we get buy requests that come in. I will get some .IOs. I am working on one right now that is a .IO for a startup. Well, they could not acquire the .COM because it is already in use and there is no way the company would sell it, but it is a good alternative. For the most part though, guys who have made purchases of domains in the past, at least with me, understand the value of the .COM. They really want the .COM. They understand that they need to pony up the extra dollars to make that acquisition possible.

So, I always gravitate to the .COM. I will touch the .NET, .ORG, and certainly the .IO and really whatever else people want to buy, but ultimately if I am doing outbound marketing or things like that, I will usually steer my client into a .COM.

Michael: Yeah. All right, I want to tell you guys about three of our sponsors for today's show.

First, if you are buying or selling a domain name or portfolio and you want an estimate of its value, but even more importantly, you want to see the metrics underpinning that valuation, Estibot.com is the place to go. I ran it on the domains in today's show. I gave it to the Sherpas. I take a look at it. Order of magnitude. It is an estimation of the valuation. Take a look at the metrics though. The things that it pulls together are better than any other data that you can easily pull together on other sites.

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 in all 50 United States that can transact between any country in the world. That company: Escrow.com. They have been the leader in domain name escrow since 1999. Go check them out.

Finally, are you tired of being up-sold and cross-sold when you buy or renew a domain name? Then you need to try the newest registrar built from the ground up with a beautiful interface, competitive pricing, and 24/7 support. That registrar is Uniregistry.com. Go check them out and see how easy their interface is to manage your portfolio. You can select up to ten thousand domain names. Park them all. Move them all. Renew them all. Anything you want to do.

Shane, that was hilarious on the last review when I asked your team if any of you used Uniregistry and Josh was like yeah, I just registered ten thousand .XYZs for a penny a piece last week.

Shane: And there were a lot of people doing that too.

Michael: Yeah, quick way to boost up the registry, but it is easy at Uniregistry. I use Uniregistry and I use GoDaddy a lot, and I cannot even imagine doing that on GoDaddy. Ten thousand and trying to change up a lot of information on there.



Shane: Oh yeah, well, I do not even know if they would let you, but yeah, it is an unusual concept. When something is a penny, it does not really matter what it is. For one hundred bucks. We laugh about it all the time. Man, he has a lot of names. If there is money to be made in volume, then he is a rich man.

Michael: Yeah, Drew and Joe, I do not know if you saw the show yet. It just aired like yesterday, as we are taping this show.

Andrew: I actually did watch it. I watched it yesterday.

Michael: Yeah, ten thousand domains he snatched up for one hundred bucks. He sells one and he is positive, and Uniregistry make it so easy to manage them. You just select them all and delete them at the end of the time if you do not want any renewals coming up. So, I am interested to track and see if he has actually made a profitable flip on that portfolio purchase.

Shane: He may not even know. He is like a lot of us. We just buy and sell, and at the end of the year, we start looking at it and go all right, I think I had a pretty good year.

Michael: Exactly.

Joe: You have got to see how the dust settles.

Shane: Exactly.

Michael: All right, we are going to move on to the next segment of the show. In the Domain Portfolio Review, we take a user-submitted domain name portfolio and provide honest and constructive feedback, so the owners of that portfolio can either cut their losses, continue to hold, or figure out a sales strategy going forward.

Today's portfolio was submitted by Sean Moo. As part of Sean's submission, he made a generous donation to the Fred Hutchinson Cancer Research Center to help us all find a cure for cancer. Sean's list of 15 new gTLD domain names starts with Accurate.Tips and ends with Valuate.Property. In this

segment, we are going to go Drew, then Joe, and then Shane. Drew, when you look at Sean's list of domains, what is your overall impression?

Joe: Be honest, Drew.

Andrew: Yeah, not good.

Michael: Not good.

Andrew: No.

Michael: Why?

Shane: Do I need to call Frank?

Andrew: Honestly there are so many opportunities in .COM right now that it just seems absurd to me that anybody wastes money here. It really is just silly.

Michael: So, let me back up for a second. What are the opportunities that you see in .COM right now that seems silly to put any money into new gTLDs? Give me an example.

Andrew: Okay, so yeah, I will give you an example. I will give you some examples of stuff that we have just bought. It will take a second. I have got to open up.

Michael: All right, so you are looking up your spreadsheet to see what you just bought.

Andrew: Yeah, so there are so many names selling for 69 dollars, 50 dollars, one hundred dollars, two hundred dollars, and three hundred dollars. These things are 30 dollars to 50 dollars per year. You have got to factor that in. If you think you got a great deal because you paid 99 dollars or whatever, or even if you paid nine dollars, but you are paying a 50-dollar annual renewal fee, you are not going to sell this thing in the next 24 months, so you have got to factor that in. So, you have got a couple hundred bucks into every single

one of these at least, and that is assuming no premium. That is assuming that these are not some crazy two to three-hundred-dollars or five-hundred-dollar annual renewal fee. It is an uphill battle. I think most of these, and this is probably the greatest factor you should look at.

LuxuriousWorld.com. He has got Luxurious.World. Honestly I do not know, but my guess is you can buy LuxuriousWorld.com for like a thousand dollars, maybe 25 hundred dollars, and so what is Luxurious.World worth if the .COM, which might be a decade old is 25 dollars, right? Why buy this? Why tie up that capital? Even if you say somebody will buy it, sure, they might. Five hundred bucks, and you have got 250 into it. So, why?

Michael: So, LuxuriousWorld.com is listed for sale for 25 thousand dollars.

Andrew: Okay, so I mean that guy will never get 25 thousand dollars either, so everybody is dreaming here.

Michael: So, Sean may have looked at that and said I see it listed for 25 thousand. I am going to buy Luxurious.World and for anybody that is forward thinking, I will sell mine for a thousand bucks and make money off of it.

Andrew: Man, let me tell you.

Michael: What is wrong with that thought process?

Andrew: I get five hundred or more domains sent to me, maybe a thousand, every single day of people that think that their domain is worth the 25 thousand. They always say can you send this in your newsletter for 15 thousand dollars, and it is a domain that is worth five hundred dollars or nothing. And so, just because another person has a domain listed for 25 thousand dollars, that is not a basis for you putting a value on your domain because it has the same words in it, just the same way that it is not a basis for putting a prefix or a suffix on the end and thinking that it is worth some fraction. One thing has nothing to do with the other.

Michael: Right.

Andrew: I think SpaceFor.Rent is clever. It is nice. It has commercial value. It is a clever, little brand, and that has some potential. Hopefully he does not have a lot of money into it, and that could sell for five to 25 thousand dollars some day depending on what is going on with the .COMs that are around it, what is going on with Space.ForRent, ForRent.Space, and whatever the hell other related extensions there are. That is my biggest problem. There is too much availability of everything really, and so I just think it all comes back to .COM.

Michael: So, you would say it is better for a newer investor to take their few hundred dollars instead of putting it into these new gLTDs, where they will have to wait a number of years for the general population to find value of them and make offers, you would say take that money, put it into the drop list, into good two-word .COMs that are dropping today that can be resold, market it to companies that might need them, or companies are more likely to inquire about them because they are .COM.

Andrew: Yeah. So, here is like a couple of examples. We just bought a little portfolio of a few names. 94 dollars each. RiskCenter.com. ReputationWatchdog.com. PaperFresh.com Founderbase.com. FirstToFund.com. Demand3V.com. ClientLogic.com. It is just a small group of names, but they are 94 dollars each.

Michael: Those are pretty much brandable domain names.

Andrew: Yeah.

Michael: And you might even be able to pick up stuff like that for registration fee, but you paid about one hundred bucks for them and you would probably sell them for two to ten thousand dollars a piece.

Andrew: Exactly. Exactly. Two to five. And I rather take that .COM for 94 dollars. It is a decade old or more than this stuff for whatever it is. You do not even know what it is. You try to sell this to another wholesaler and nobody wants it because nobody knows what the freaking renewal fees are. The

whole thing is kind of a little bit of a cluster. I believe in the really unique and strong ones. SpaceFor.Rent is getting there.

Michael: You would keep SpaceFor.Rent.

Andrew: Yeah, for sure. That is a good name.

Michael: Okay, that is a keeper. Anything else on this list that you would keep, Drew.

Andrew: I mean Premium.Gifts, but again, it just comes down to what are the renewal fees. If you are paying eight dollars per year, then there is probably more on here I would keep.

Michael: Say he is paying like 30 to 40 bucks per year.

Andrew: I would not hang on to most of these.

Michael: But you would keep Premium.Gifts and you would keep SpaceFor.Rent.

Andrew: Yeah.

Michael: Okay. And what would you price SpaceFor.Rent at today? Clearly it could blow up in ten years and be great.

Andrew: Yeah, sell it at retail. Probably like five to 25 thousand dollars.

Michael: Okay, and then what about Premium.Gifts?

Andrew: 25 hundred. Five grand.

Michael: Yeah. Okay. All right, and then everything else on this list you are not a fan of. Like Accurate.Tips. Her.World. Quirky.News. Reseller.Network.

Andrew: His.World. Her.World. It is okay. Put it in the .COM. Would you buy this? Like AccurateTips.com. If somebody offered that to me for 94 dollars, I would be on the fence. CurateNews.com. It is okay, but these are not that great as a .COM, so why do I want them as a sort of a second rate TLD?

Michael: Right. All right, thanks, Drew. Joe, let's go over to you. What do you think about Sean's list here and are there any domains that stand out to you as definitely winners that he should hold on to?

Joe: So, let me start at the very beginning because I think I had mentioned earlier in the show I am a big fan of the .COM. I spend a lot of my time on the .COM. That is kind of my bread and butter. Domains are worth what somebody is willing to spend on them. I think we can all agree in the show that that is the reality in the real world really. Secondarily, I think it is important to note that, in my opinion, gTLDs are best suited for your regional and local business. I think that most of the guys that are going to go after these types of names and have some success with them are going to be your mom and pop type business. It could be your automotive dealer down the street. It could be a guy who is starting a brand new business and does not have any capital to invest.

From an investment standpoint, as a domain investor, I do not like really any of them. I think SpaceFor.Rent is the only one that would stick out to me as well, and I say that because I did a little bit of a keyword search. I think from a keyword perspective, it is pretty catchy. There is a little bit of search volume behind it, so that would be one that sticks out. Quirky.News is another one that has a little bit of keyword behind it. It is not a terrible name. From a gTLD perspective, I agree with Drew spot on. I think that Drew listed a bunch of names that he purchased for 94 dollars a piece. That is really where the bread and butter is I think.

You can speculate on something like that. You can hold on to the .COM and if Drew needs to sit on it for a couple months or even a couple years until the right buyer comes along, I still think there is value there. My personal opinion on the gTLDs is I do not see the value in these things. I mean 51 percent of all new gTLDs are being picked up China. I do not even know that

is still accurate anymore, but that was just a couple weeks ago. I do not think, from an investment standpoint, that it is a good investment when there are so many additional .COM opportunities out there. Even the .NETs. Even the .ORGs. There are some good single-word generics that are available for very inexpensive prices. So, even if the renewals on these things are 50 dollars a year, I still think it is a waste of money, personally,

If I were to take my favorite three out of this entire list, I would look at Her.World and His.World; I think are both brandable. There is a little bit of value there. Premium.Gifts, like Drew said, is decent. I still think it is a stretch, and then Quirky.News and SpaceFor.Rent would be the only other ones. But my retail price points on these would be considerably less. If you can sell these things and create liquidity or find an end user for a thousand bucks, you might be lucky. I just do not see the value in them and I think, case in point, that is why I do not spend too much time on these things unless we have a specific request that comes in.

From an investment standpoint, like Drew said, I think he is spot on. The .COM is really where the market is and you can find a good investment in the .COM space still today at hand registration. You can go out and get a two-word .COM that has some potential brand ability and it is a much better investment or much more sound investment in my opinion than the gTLDs.

Michael: Yeah, and I talk about this point in DNAcademy as well with students. It is like we are trying to make money today. And if you want to make an investment for ten years down the road, then these new gTLDs are ones that could be a good speculative investment, where they could appreciate to the same point that .COM did the first ten years. But if you are trying to make money today, look at what is selling today, and that is why you are talking about selling .COMs, because you have customers that are looking to buy .COMs today.

Joe: Yeah, I mean one more thing that is very important that I have talked about at nauseam in the past is, in my opinion, if you guys, and anybody can do it. Let's say you sit down and you watch television at night and you watch an hour television show, and out of that hour you are going to get 40 minutes of content and the other 20 minutes are going to be spent on ads. If you look

at the ads, the people that are advertising and spending the money, six out of seven ads that run in a break are advertising the .COM. People are conditioned to accept the .COM, think that it adds an instant credibility to the brand. That is one thing that we have been focused on for the last 20 plus years since the Internet was started. People go to the .COM. That is where they gravitate to.

So, I think it is a much harder sell. Like you said, if you want to sit on these and think that they are going to increase in value over the next ten years, by all means go for it, but you are going to spend - what - five hundred dollars in renewals alone on that domain, so I think it is very tough.

Michael: So, aside from live sports - I know you are watching the NBA finals -, who watches live TV anymore?

Joe: Yeah, it does not happen very often, and we all DVR everything and we will watch it on demand, and that is really the way the future has gone. I mean very rarely do you watch a program or a show and you are not going to fast forward through that program or show. But ultimately, even if you fast-forward through it, you are still going to see ads. Your eyes are automatically going to be programmed to read that content and act on that, and I just do not see it with the gTLDs. Unless you are a small business operating in Podunk, Mississippi, you are not going to see the true value on something like this.

Michael: Yeah. And are we seeing startups gravitating towards the new gTLDs, because they can get a single-word dot new gTLD that fits their company better than a .CO or a .IO or .Whatever? Are we seeing that?

Joe: I think we see that, but I think that most of these guys are misinformed. They are not getting the true information. They are jumping on the hype. I mean there is so much hype out there now around the gTLDs that it is basic supply and demand. The supply on the .COM is still out there. I mean there is still a good amount of inventory. Everybody is a seller right now. And because everybody is a seller right now, there is a lot of great opportunity, but I think some of that goes by the wayside, specifically on the new investors that you hear about these new gTLDs and they are like well, let me



get in on the sunrise. Maybe I can acquire them for registration fee and hope to sell one down the road for a nice chunk of change.

Michael: Yeah.

Andrew: I kind of want to quantify what I was saying before is really specific to this time period. So, it is not that I do not think that any of these new gTLDs have a future or that any of these domains are going to be more valuable than they are today. It is that right now it is a buyer's market. I mean there are a lot of sellers. Everybody is a seller, like Joe said. Right now a lot of people want to sell their domains and there are tremendous opportunities at all levels. At the lower level, whether you want to buy 94-dollar domains or 69-dollar domains, or whether you are ready to pay 50 to 100 grand for a really tremendous opportunity that normally would be in the seven figures or mid-six figures, there are opportunities.

Michael: All right, thanks, guys. Shane, let's go over to you. What do you think is the best opportunity on this list? What should Sean definitely hold on to?

Shane: Well, the reason I am here is I am a business owner and I buy ads. I buy - what you are looking for - bumper ads. So, on the television ads, nobody watches ads, so the ads that now costs the most are the ones that are at the very beginning of the commercial and if you only buy ten seconds and at the very end, right before the show stops because DVRs stop there, go back five seconds and play. So, if you are in this business, you know that the most valuable are now bumpers. And when you have a bumper or when you have a billboard or when you have a truck, you have got one chance to get him to remember your name.

We know that the younger generation is remembering more. They are understanding .World. They are understanding .Network. But it is troublesome when you do not know if it is .Gift or .Gifts. You have to think do you remember. It is all about memorability when it comes to the business, and from our side, it is all opportunity cost. You can say hey, I doubled my money, but the opportunity cost. You could have quadrupled it or ten times your money in the same amount of time. So, when I was a trader in business

school, do not talk about how much money you make. You want to optimize how much money you made in a certain amount of time. So, it is great to make money, but if you could have made ten times more by buying a better investment, do not get excited because you are buying Apple now and Apple before, but it is all about opportunity costs. And Drew is one hundred percent right. Right now they may be great. They may be the hot ones in ten years, but for the next couple years, you are going to make a lot more money in .COM. Plain and simple. Everybody here will agree. Isn't .COM the best? It is the most memorable. It is the most profitable.

So, what he has done here. I am sure he got excited. I know the feeling. I have seen people do it. He goes can you believe that Quirky.News is available? Nobody has taken it. And I am sure he got pretty excited, but the fact of the matter is he could have taken the same amount of money, but it is a lot more difficult because these terms resonate with him. They are terms that he likes. He understands they are big words and in the .COM they would be worth a little more. So, I am sure that a buyer gets excited about that, but the fact of matter is they are just not worth that much money.

Her.World. That is fine, but if I put it on a truck. If we all think about it, I am driving down the freeway and I am advertising my business and it said Her.World. Two miles down the road you are not going to remember it and it is all in Google's hands. And if you are going to put in Google's hands, you can put in a two-dollar domain. So, as far as all these names, I think we have touched on what they are. His.World. Her.World. I do not even like Luxurious. I think most people do into spell that real well. People do not spell very well in general.

Michael: All right, Shane, let me give you a question that Sean submitted with his portfolio, so I want to ask it even though I think we have touched on it. Sean wrote, "Should I go target specific companies to sell these domain names or should I wait for inbound leads?" What is your response to Sean?

Shane: Well, it will be easy because the inbound leads will be minimal, so he will not have to worry about that side, so he can concentrate on the other side. Yeah, I mean come up with a good form letter. It never hurts to reach out, but

any business owner, he is going to have a heck of a time convincing them why. That is why.

Andrew: Fortune five hundreds are still completely confused about these new domain names. The mom and the pop that you might be able to sell one of these two. You are going to send them Premium.Gifts and they are going to look at you like what the hell are talking about. Premium.Gifts.com, but Gifts.com is already a company. What are you trying to sell me? Is this a scam? Oh, I am calling my lawyer. People are crazy and they are going to call somebody up and try to sell them Luxurious.World and they are going to have no clue what you are talking about.

Shane: Yeah, i was trying to explain this to someone the other day and I used 1991 baseball cards, which was the example. Everything was hot in the early '80s. Baseball cards are great. You had your rookie cards, and then the cards came out like crazy. In '91, there were like 72 different companies making limited sets and all of a sudden now you could have four hundred different Ken Griffey rookie cards. There was one card that was good. King Griffey Jr. upper deck, 1989, or whatever it was, but the rest of them just became so plentiful that everybody was trying to make it out. And I hope it does not do the same thing and I know it will not, but it actually ruined the industry. It became so many choices that even the ones that were good, nobody could figure it out, so they came down to one thing that had some independent company grade the card to say this is awesome. This is awesome, because nobody could figure it out themselves.

Michael: Yeah.

Joe: That is true, and you bring up a great point I think with the baseball cards. Down in my little corner here I see everybody nodding their head because we all agree. I know I was a baseball card collector and I have a bunch of those Ken Griffey upper duck rookie cards along with all the other ones that are out there, and the values plummeted considerably when, like you said, 75 different companies started putting out baseball cards and everybody thought that their cards were the best, and then there was a lot of fraud associated with it. And it just deteriorated and destroyed the baseball card industry for sure. Like you said, I do not think that is going to happen

here with the new gTLDs, but there is a learning curve. There is no doubt about it. Drew hit the nail on the head again when he said Fortune Five Hundred companies.

All they care about is their brands. These guys are protecting their brand. They are not going to go out and buy Smoothie.World because they think Smoothie World is a good, catchy name right there. They are going to buy it because it is going to protect their brand. That is the only way they are going to do it and they are not going to spend that much money to do that. These guys are very well educated. They understand how the market works. Like you said, the mom and pop type businesses, which is a much harder sell. Yeah, he is not going to get the inbound leads. I mean there is no doubt about it. They are not going to happen.

If he is going to spend his time and try and make some contacts with some folks that might be trading under undervalued property, more power to him. It is a free market system and everybody has the opportunity to make that happen. But I think, as brokers and as buyers and sellers, we need to pick and choose our investments wisely and we need to understand that we need to make the decision. Are we going to sit on this thing for maybe ten years until it really becomes valuable or are we going to put our money in a good investment that we think is going to give us a quick return or maybe a return in six months as opposed to ten years? I think that really the beauty is in the eye of the beholder, but ultimately we try and help people that watch this show and everything make a smart and informed investment. We do not want to take anything away from the guy who went out and acquired these names because listen, he is trying to make a difference and he is trying to get involved in the space. By all means, it is great, but maybe we can help him when he does make his next investment to make it a little bit more wiser and kind of target something that might create a little bit more liquidity so to speak.

Michael: Yeah. So, we do not know what your time horizon is, Sean. We hope that this review has been helpful in you figuring out whether you want to hold these long-term, whether you want to try and maximize profits in the short-term, which ones you want to hold on to, which ones you might want to flip to another investor maybe through NamePros or another side, but Sean, thank you for submitting your portfolio and making your donation to cancer

research. We hope the review has been helpful to you in your domain investing activities going forward.

Before we jump into the domains going to auction soon, I want to tell you about our three other sponsors.

First, if you are buying a domain name from a private party and you want to know what else they own, DomainIQ is the tool you should be using. Just like on last week's review show, where Josh was like I do not know what my best domain is, I went over to DomainIQ, I typed in Josh Eisenhower, and I told him what I thought his best domains were right there on the spot, Shane. And he was like yeah, I like that one. You can go to DomainIQ, view their entire portfolio, filter by Estibot value, and be a better investor by having more data to make your decisions.

Second, Efty.com. Efty.com was built by domain investors to increase inquiries, sales and profit. Forget about spreadsheets and archived emails. Manage your entire investment portfolio in one place using a secure and completely confidential platform. That is Efty.com.

Finally, if you are struggling with how to buy, sell, and value domain names, you need to check out DNAcademy.com. That is a website published by me, Michael Cyger, and trusted by Uniregsitry to train all their new employees. You too can learn using DNAcademy's accelerated learning system for domain name investing. DNAcademy.com. Use SHERPAFAN as a promo code. You get 40 dollars off your tuition today.

All right, we are going to move on to the Marketplace List. This segment is sponsored by NameJet. We will be reviewing 12 no reserve or reserve met domain names heading to auction soon and one with a reserve that I wanted to get your guys' take on. The reserve is relatively low. If you like one of the names discussed on this portion of the show, click through soon below because once they go to auction, you lose your chance to put in a minimum bid and be a part of the auction or even just watch the results. The links below go directly to NameJet. They are not commissionable links. They are just trackable, so NameJet can see what kind of traffic we are sending.

## DomainSherpa.com: The Domain Name Authority

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The list starts with the NNNNN.com, like 94340.com, and it ends with a couple of LLLL.com domains, including a really nice symmetrical one, TRRT.com. For transparency, I always ask if any of the domains are owned or brokered by the Sherpas. Guys, do you recognize any of the domains below?

Andrew: I think the only good domains on the list are either ours. Yeah, they are all ours.

Michael: And I am not saying that just because they are mine. Which ones do you have just to be clear? The LLLs and NNNNNs are owned by or brokered by Media Options?

Andrew: Yeah, the three five-number and the two four-letter.

Michael: All right. And then, just to point out, Accidentally.com is the only domain with a reserve. The reserve was specified in the 25-hundred to five-thousand-dollar range. Because Drew has some on the list, we will go Joe, then Shane, and then Drew so that Joe and Shane can tell Drew that his names are not worth as much as he thinks and he should lower. Actually there is no reserve.

Andrew: No reserve. We are not messing around.

Michael: Hey Joe, let's start wit you. From an investment perspective, what do you like on this NameJet list and why?

Joe: I am still a big fan of the four-letter .COM. I think that those present the greatest opportunity for liquidity. That is my personal opinion. I like the five-digit .COMs. The only problem with those are they contain a four and China market in general is pretty down considerably right now, so I personally like to stay away from those. HealthyBar is catchy. FutureReporters is okay. SecretPlans. Again, you have to take these names and you have to do a little bit of research and find out who the buyer might be. But if we are looking at quick liquidity here, I would say the four-letter .COMs present the greatest opportunity. I do not like Acquire.biz personally.

LMLMX does not have any value to me. TaxRelief.co is okay. Does not blow my mind. I am going to tell you I am not in love with any of these here. I would not say I would jump on any of these tomorrow, but if I had to pick one or two out of the list, I would do the two four-letter .COMs.

Michael: So, these two four-letters, do you like them because they are investment quality and you know they always have liquidity or do you think that the highest and best use case, a company will come wanting them? Do you think that there is a company that would want a TRRC.com or a TRRT.com?

Joe: Yeah, exactly. So, let me crystal clear because when I look at a name and when I think of the value of a domain, I do not say is there a company out there that would come to me and say I like this name. I say is there a company out there that I can target with his name and find a buyer for. I like the four-letter acronyms, whether or not they contain a vowel or not. That does not bother me nor does it affect the way that I go out and target people. TRRT, like you said, is kind of like back-ended there. It kind of a nice package. So, I like those two names from that perspective as somebody that I could target as an end user that might have value or see value in that name.

Michael: Yeah. Estibot put a value, so order of magnitude value on TRRT.com of 79 hundred. Do you think that that is a fair retail value for a four-letter .COM

Joe: Actually I do not always agree with Estibot, but I would say somewhere in that 5K to 10K range for the combination that you have there. The TRRT. TRRC I do not think is as valuable, but again, until you start to dig a little bit deeper and find the acronym and see what companies are trading under those names, values are very arbitrary. Just because I come up with a number does not mean that that is the accurate number.

Michael: Do you follow sales on NameJet at all?

Joe: Sure, absolutely.

Michael: What do you think that these will sell for on NameJet? Do you think they will sell close to the valuation because there is a liquid market? China is still buying domain names, even though values are not where they were back in December 2015.

Joe: Correct me if I am wrong. I did not hear you say this or not. Are there reserves?

Michael: There are no reserves on these.

Joe: Okay, so my gut tells me that they might get two-thousand-dollar bids on NameJet. I do not see him going any higher than that. That might be a little aggressive as well on the investor, but again, if somebody like Andrew is going to go out and pick up a name like this, his intent would be to try and find an end user or wait for an end user to come to him that sees the value in the name. Not for a quick flip, at least I would assume. I think guys that are spending two thousand bucks on a name like this know that they could take it to market and maybe get ten thousand bucks from a proper end user down the road.

Michael: All right, thanks, Joe. Shane, let's go over to you. What do you like on the NameJet list and why?

Shane: Well, I think I completely agree with Joe that the three names that will go for the most are Accidentally, TRRC, and TRRT. There is some value in patterns. When I look at a name, I look at potential end user. The more potential end users, the more valuable it is to (Unclear 1:00:47.1). If one of those end users is a billionaire, that helps a lot too. In this case, TRRT is that ABBA pattern, which is like third best. They have gone down quite a bit, but right now that pattern is a three-thousand-dollar pattern, depending on the letters, but roughly. I bet it goes in that three-thousand-dollar range. And then the TRRC sees the best ending. Does not get any better than C when C is at the end and you do not have wonky letters to the left. I still think it only goes for 15 to 18 hundred right now. It has come down a little bit, but I am still buying four letters with C at the end.



Michael: So, it is funny that you say the TRRT is worth more, but you are saying the TRRC.com is worth less even though you are saying more and less based on Chinese valuations, the liquidity of the market, whereas putting a C at the end means corporation. So, basically it is now a three-letter corporation .COM, so you are saying TRR could be the acronym for a company. Corporation or company, whatever .COM. Why would you put the value at less? Just because investors do not see the value of C at the end.

Shane: Well, the end user. I am talking about NameJet. What it is going to sell for. If I am owning one for a company, I will take a C over the T any day. If I am selling and if I have to make money on NameJet, I am taking the TRRT because it will sell for more. I one hundred percent guarantee it will sell for more.

Michael: Got you. If you were making an investment and you had three thousand dollars to spend and you could only buy one of these two domain names likely, which one would you invest in?

Shane: I am taking TRRC.

Michael: Yeah, and you would hold it long-term.

Shane: I think the return will be much better.

Michael: Yeah, and you are going to wait for an end user to come to you.

Shane: I will sell it to an end user. I may not wait, but you will reach out to somebody. I am not good at reaching out. I have got so many people to reach out to. I have got Lady (Unclear 1:02:50.1) to reach out for petunias too, so there is a lot of reaching out. There is only so much time. I need to do a better job. They sit there and I will reach out some day. Anyway. The other ones that unfortunately are not going to meet the 69-dollar reserve is the numerics. Those would have before, but they are not going to right now.

Michael: Aren't they zip codes in the U.S.?

Shane: I am sure they are.

Michael: You do not think they would get it, huh?

Shane: Unless it is 61820?

Michael: 90210.

Shane: The Beverly Hills. I am sure somebody will buy it based on that some day, but again, we are talking NameJet and what they are going to sell for. I like Accidentally.

Michael: Why do you like that one so much?

Shane: Well, I do not know that I love it, but I think people can spell it. Again, I get hung up on spelling, but it is surprising. I consider myself a decent speller and I still jack things up all the time in typing them in, and I also think who is going to use it. We could talk about insurance, but again, it is a little longer one, but it is not a bad name at all and it is one word, but I guess you could make one word pretty long.

Michael: Do you think it will hit the two to five thousand reserve price?

Shane: No. Unfortunately, no, I do not think so. And then LMLMX. That use to sell for a couple hundred dollars three months ago and I do not know if it will hit reserve anymore. To me, the Chinese were an end user. They were paying end user price, so you added a couple billion dollars to the end user market in that. It is not gone, but it is severely diminished, so it has changed the value of domain names. Plain and simple. And some of these names were worth a lot more, but we cannot all hit the peak. That is a different story.

Michael: Yeah.

Shane: But I like Namezilla. Again, who is the end user market though. It is going to be us. It is going to be us, brokers and domain people.

Michael: Right. Exactly. It is going to be somebody who buys it and puts it up on BrandBucket or BrandRoot and then tries to sell it to a startup for two to three thousand dollars.

Shane: Yeah, and HealthyBars. Fine. There will be a bar in Las Vegas called Healthy and they are not going to be able to get Healthy.com.

Michael: What about FutureReport? Didn't you used to invest in futures? Do you like FutureReport.com?

Shane: Yeah, but if it is really about futures, it is FuturesReport. Future does not.

Michael: Does not cut it, yeah.

Shane: Again, they are all fine names. I will take any of them. If anybody wants to give them to me, I would take every single one of them, but we have had better NameJet ones in the past. And even though they are Drew's, we know that there is a lot more in Drew's portfolio, so I do not feel one bit sorry for him.

Michael: Well, let me be clear. The best ones on the list that you guys said are the ones that Drew, not all of them. Thanks, Shane. Drew, let's go over to you. Do you agree with Joe and Shane that TRRC.com and TRRT.com are the best two domains on this list in your opinion?

Andrew: Yeah, for sure.

Michael: And which one is better? Which one is more valuable in your opinion?

Andrew: So, at wholesale, TRRT is the more valuable one, but I think Shane is right and maybe Joe said it as well. TRRC is the one that probably has the highest likelihood of selling to an end user because of the C. Ending in C, to me, whether it is two letters or three letters or four letters, the highest chances of success with corporation.

Michael: So, why are you letting go of this great four-letter .COM?

Andrew: I mean these are two of - I do not know - four hundred or five hundred that we own. This is what we do. We buy names. We sell names. We are just trying to bring as much liquidity and inventory to the market as we possibly can, and some of these will win and some of these will lose, but we are always going to try to keep things moving. Our favorite names we do not sell. We hang on to them. We wait for end users or we build a business on them. But for the most part, we try to keep things moving.

Michael: All right, let me ask you. So, the five-number .COMs. Do you agree with Shane that interest is sort of weighing on those five numbers?

Shane: I thought they were six.

Michael: Oh, did you, because I was going to say fives are still.

Andrew: Fives are still pretty popular.

Michael: Yeah.

Shane: Yeah.

Andrew: Prices have come down on the fives and the sixes.

Michael: Yeah, but they are going for at least five hundred to a thousand. Somewhere in there, right?

Andrew: Yeah, at a minimum. I think like six hundred is the floor and it goes up from there.

Michael: All right, so let me ask you. Do you like Accidentally.com?

Andrew: I mean if I bought that name for a few hundred dollars, I would like it because I knew I could flip it on NameJet for like a couple thousand probably, just because domain investors love the things that end with LY because of whatever. I do not know. People do not want to buy Libyan

domains anymore. Go figure. But I do not really see that selling to an end user. I do not really see any real intrinsic value. Accidentally. I disagree. I think it is a little hard to spell.

Michael: Yeah. All right. What about Acquire.biz. I picked this one because I was like it matches the TLD. It could be business acquisitions. It could be a company that wants to help others acquire businesses. What do you think about those two?

Andrew: Look, I think it is 150 times better than any other new TLDs that we looked at earlier. I have said this before. If you want to take a bet on new TLDs, do not forget to look in the back door. I mean look at .BIZ. Look at .TV. Look at the ones that have been out already and have a track record. So, let's not forget about some of those if we are going to start looking and accepting these new TLDs, because I will take .BIZ over .BUSINESS every day the week. I will take .BIZ over .WORLD or whatever the hell else nine times out of ten if the keyword makes sense.

Michael: Yeah.

Andrew: But at the same time, I mean I am not going to be chasing after Acquire.biz. But look, five or ten years from now, if the world adopts these new TLDs and gets their arms around them and says oh, we love you and yes, we will use you too, then Acquire.biz is probably a clever little marketing name for somebody in business acquisitions.

Michael: Yeah.

Shane: Yeah, I mean that is the same with .NET. I mean if all these others catch on, why can't .NET be there?

Andrew: Absolutely. I still like .NET a lot. I like .NET and .ORG a hundred times more. I think we are going to see a renaissance there because at some point, if the new TLDs do catch fire, somebody is going to look up and go oh wait, hold on. We left .NET back there and .NET is pretty freaking good compared to some of this crap.

Michael: So, TaxRelief.com would be likely a six-figure retail. TaxRelief.co. I know one of you is going to say it is a type of the .COM or whatever. Drew, do you think that TaxRelief.co has any value?

Andrew: I mean it has no liquid value whatsoever. It might not even take 69 bucks. Probably because we featured it here, somebody will backorder. Somebody will pick it up, but I do not think it is going to do more than one hundred bucks at best.

Michael: All right. And besides your domains, what your favorite name on this list?

Andrew: I do not really have one. I do not like this little too much to be honest.

Michael: Yeah, it was slim pickings. I think I picked a couple better ones for last week than this week.

Andrew: FutureReport is okay. You have a lot of these people that are futurists predicting the coming technology and how it will disrupt the industries and our lives, and FutureReport could be sort of a cumulative, curated news source for those futurist predictions. So, I would buy that name. I would probably pay a couple hundred bucks for it.

Michael: You would pay a couple. See, I would only pay like up to one hundred bucks probably, and then I would expect to hold it for a few years. Maybe sell it for two thousand bucks.

Andrew: 250 bucks is probably my threshold for that name.

Michael: Oh, we lost Joe. Do you guys see Joe is pixelated, or is it just me?

Joe: I am here.

Michael: Oh, there you are, Joe. All right, it clear up. Cool. All right, any final thoughts on the NameJet list, guys.

Shane: I like it better than the other list.

Joe: Yeah, no doubt. I agree. Yeah, I think it is better than the other list, but long way to go here.

Michael: Yeah. All right, gentlemen, we are at the end of today's show. I always like to give the Sherpas an opportunity to share anything they want about names they are brokering, selling personally, deals they are offering, opportunities they are looking for, or anyone they want to get a shout-out to. Let's start with you, Drew.

Andrew: On the back of selling ZS.com in a beautiful end user sale, we have just gotten a contract to sell CT.com.

Michael: Wow.

Andrew: As well as RG.com, and we are still brokering JL.com.

Michael: Those are big boy names.

Andrew: We have also got Scape.com, which I particularly like. It is a very nice little name.

Shane: Like Landscape.

Andrew: Landscape. Manscape. I mean I could see Scape.com being a very nice travel brand with limitless potential.

Michael: Yeah, you are brokering that one.

Andrew: That is a brokered.

Michael: What are you asking on Scape.com? What is the asking price?

Andrew: I do not know offhand, so I am not going to say.

Joe: 150K. That would be my guess.

Andrew: Yeah, it is very fairly priced. It is in the very low six figures I believe.

Michael: All right. Yeah, that is a nice brand.

Joe: No doubt.

Michael: All right, thanks. Joe, anything you want to promote, mention, give a shout-out to.

Joe: Yeah, just got a new exclusive that I am starting to market on. It is Guitar.com. Great, killer brand. Really good search volume. Looks like there are some serious end users for it. I have not really started the marketing process just yet, but love the name and putting all my efforts behind that one for a while. Always have my hands in multiple other names and things like that, but this is one that is under exclusive for a period of time and hopefully we can find a buyer for it.

Michael: Nice. Guitar.com. Good luck with that one. I cannot wait to see who buys it.

Joe: Appreciate it.

Michael: Shane, What is going on with you, buddy?

Shane: Well, my whole portfolio may be up for sale because I am going to climb a mountain next week by you at Mt Rainier. So, if I die, please contact Chase C. Cultra.

Michael: That is just next week you are climbing, huh? Are you going to have like a GPS on you on a satellite phone?

Shane: No, I have got an avalanche beacon. That is how they find me right there.



Michael: All right, nice. And so, yeah, if God forbid you do pass away, can I call up your wife?

Shane: I have already given her the passwords to all my accounts.

Michael: That is smart. Did you set minimum prices so that people do not rip you off?

Shane: No, I have given Drew's name and phone number on there, so she will be calling Drew as part of the memorial.

Michael: Yeah, I will definitely be there. So, how many days is going to take you to climb Rainer?

Shane: So, two days of training. One day up. One day down.

Michael: Wow.

Shane: So, we are going to do Ecuador next year and go do a two summit there.

Michael: You should just focus on this year, buddy.

Andrew: Chew on your cocoa leaves.

Shane: I remember the whole trip.

Michael: So, are you going to be snap chatting or anything on the way up? They do not even have cell signals.

Shane: I have no idea.

Michael: No idea.

Shane: I have no idea. My daughter said this is the 5K of mountaineering. It is just a baby.

Michael: Yeah. I do not think somebody has died at least since last year on Rainer. All right. Well, in your honor, I am going to go get a six-pack of Rainer beer and I am going to drink it next weekend.

Shane: There you go.

Michael: Yeah, the whole six pack.

Shane: It is exciting, and going to Seattle in general is just a wonderful time. I mean you are lucky. You live in one of the most beautiful places around, although it rains a lot, but it only rains two inches. It just rains two inches over six months every day.

Michael: Yeah.

Shane: That is the problem. Yeah, so it is a good time for me. The nursery is settling down. I can get a little more into domains. I do domains. I absolutely love it. I mean I love doing this. I love talking about it. I mean if anybody knows me, all I talk about is running and domains all day. So, I am going to do a little mountain climbing, but I look forward to the summer and fall when things heat up again in my domain world. I love petunias. I love plants. That is how I pay my bills, but man, I can only talk to so many more people about I have got a small area that is 20x10. Do you have any things that will grow in the shade? All day that is what I do.

Michael: And you know I text you too. Hello, do I need to prune my marigolds? I do not know what I am talking about.

All right, if you received benefit from today's show, please post a comment and thank today's Sherpas. They love to get feedback from you guys. It is as simple as just posting a comment saying thanks guys. Thanks to Sean Moo for submitting his portfolio and making a generous donation to the Fred Hutchinson Cancer Research Center. Thanks to NameJet for submitting their portfolio and sponsoring that portion of the DomainSherpa Review, and thanks again to our domain Sherpas - Andrew Rosener, Joe Udeme, and Shane Cultra - for sharing their experience and insights. We'll see you all next time.

**Watch the full video at:**

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