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## Appraisal Certificate

### Certified Domain Appraisal

Manually appraised by Daniel R Batten 1.16.10  
 the-shopping-mall.org : \$15,900  
 Dot Value : 65%  
 Recognition : 98  
 Marketability : 79  
 Development Potential : 92  
 Traffic & Revenue : None

#### TRAFFIC RATING AND DETAILED INFORMATION

#### WHO OWNS THIS DOMAIN?

#### Explanation of Appraisal Model

##### 1. Dot. Value

The domain name market gives far greater valuations to Dot.com's than Dot.net's, Dot.org's and any one of several other major extensions.

##### 2. Recognition

Plain English words, spelled correctly, including slang, make more sense to people. They are the most valuable. Names like cars4u.com have a second-class aura about them and are more difficult for people to read and recognize.

##### 3. Marketability

The number of people on the Web (in the world) who are potential customers for the website that the name promotes is a significant component of domain name value. For instance, the domain name cola.com rates 10 points (assuming it doesn't violate a trademark), because virtually everyone loves cola.

##### 4. Development Potential

A domain name that's relevant to what's being sold is more valuable, because it's self-explanatory. For instance, we suspect that if we see a website with the domain name dietbooks.com, we will expect it to have something to do with books on various weight-loss schemes.

##### 5. Length

Short and sweet is generally best. Single, recognizable words are considered better than multiple words

##### 6. Traffic and Revenue

Websites that are receiving traffic have better value than those without traffic. Websites with good revenue (over \$2000) are much more expensive.

We strive to help our customers obtain relevant information about how much their domain name could be worth. Working with each appraisal on an individual basis allows us to focus on details and current market trends that could effect the value of the domain name. We are confident that our domain name appraisal process and customer service are unmatched in the industry.

Let us help you learn more about your domain name!

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