

# TENDY

## DOMAIN VALUATION

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Newport Beach, CA



[LinkedIn](#)



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[Website](#)



[3,300 NFT Domains](#)

S E P T E M B E R 2 , 2 0 2 1

*The Tendency NFT domain portfolio consists of 3,300 domain names specific to the Non-Fungible Token industry*

Beginning March 1, 2021 Tendency, LLC began purchasing thousands of NFT domain names in the .com, .io and related TLDs (top level domains). Each domain name carries a specific brand value in addition to SEO and marketing purpose.

## M E T R I C S

7 / 10

Domain Name Appraisal and DNI Score

8 / 10

Domain Name

9 / 10

Domain Name Index (DNI) Score

10 / 10

Domain Names Appraisal Value

6 / 10

Google SEO Ranking

## SAMPLE DOMAINS FROM PORTFOLIO

nftstips.com	nftstickets.com	pinkfloydnft.com
axiesnft.com	ticketsnfts.com	eltonjohnnft.com
auctionnfts.com	remnft.com	bobdylanft.com
firsteditionnft.com	michaeljacksonnft.com	bowienft.com
princenft.com	beeplenft.io	memorabilianft.io
punksnfts.com	lebronft.com	nftmemorabilia.io
jordanft.com	gratefuldeadnft.com	notoriousbignft.com
domainnfts.com	gaganft.com	giphynft.com
cryptomothernft.com	ledzeppelinft.com	springsteenft.com
songsnfts.com	bobmarleynft.com	elvisnft.io
tigernfts.com	pollocknft.com	fewociousnft.io

[CLICK FOR COMPS USED IN VALUATION](#)

## Cross-Platform Interoperable NFTs



## **Appraisal and DNI Score Analysis**

Every domain name is unique. While the ultimate value of a domain is determined by the final price that a buyer and seller agree upon, many people wish to obtain a greater understanding of a particular domain's inherent value.

Using the industry accepted Domain Name Index Scoring & Monetary Valuation System, this valuation includes both an Index Score and Monetary Valuation.

The domain names from the Tendency portfolio have been reviewed, measured, and ranked across multiple criteria. With each appraisal metric we benchmark using similar domain sales and current listing prices. Each domain is categorized and measured versus the known valuation of other similar domains and given a Domain Name Index Score (DNI) and monetary appraisal value.

The DNI score is comprised of the following value metrics: the Domain Attributes Value, the Market Value and the Commercial Value. These metrics are described in detail below:

### **Domain Attributes Value**

- **TLD.** TLD is short for "Top Level Domain", and refers to the extension found at the end of a domain. Com, Net, Mobi, and EU are all examples of TLDs. Certain TLDs have higher intrinsic market demand than others, and therefore the extension of a particular domain is a driver of a domain's value.
- **Domain Length.** Generally speaking, the fewer the number of characters in a domain, the higher the value. The reason for this is that short domains are usually easier to remember for the visitors of a particular website. In most cases, if a domain name is of a memorable nature, it will have a higher value than a longer or less memorable name.
- **Alphabetic vs. Non-Alphabetic Characters.** Domain Names that contain solely letters are in greater demand than domain names, which contain numbers or hyphens.

### **Market Value**

- **Market Demand.** This metric measures the volume of potential buyers for a specific domain name. Measurements include number of registered alternative TLDs for the name, the number of Internet Advertisers for a specific term, and other Market Demand sources.
- **Search Engine Term Popularity.** Certain terms are more commonly used within leading Internet search engines. Commonly used terms are indicators of domain demand and value.

### **Commercial Value**

- **Commercial Value or "Brandability".** Branding potential for a domain name is a key driver of domain name. One-word memorable domains (i.e., Photography.com, Decide .com) or fun sounding names (i.e. Bullhead.com) often have higher inherent demand and value than less intuitively memorable names.

- Language. The more widely spoken the domain language, the greater opportunity for Commercial Application for a specific domain.
- Other. There are many other domain characteristics that influence domain valuation, either positively or negatively. Examples include domain subject matter, current events, seasonality, pop culture or any other of a number of comparatively minor value drivers.

## Domain Name Index (DNI) Scoring

The DNI Score is the sum of the individual scores a domain receives for the attribute values described above (Domain Attributes, Market and Commercial). It is based on a 1-100 scale with 1 being the lowest and 100 the highest. Appraisal values are primarily determined based on this score. They do not take into consideration unknown factors such as traffic volume, parking revenue and other forms of monetization.

### Domain Name Index (DNI) Scoring

The DNI Score is the sum of the individual scores a domain receives for the attribute values described above (Domain Attributes, Market and Commercial). It is based on a 1-100 scale with 1 being the lowest and 100 the highest. Appraisal values are primarily determined based on this score. They do not take into consideration unknown factors such as traffic volume, parking revenue and other forms of monetization.

	<u>Domain Score</u>	<u>Maximum Score</u>
<b>Domain Attributes Value:</b>	<b>1-40</b>	40
<b>Market Value:</b>	<b>1-25</b>	25
<b>Commercial Value:</b>	<b>1-35</b>	35
<hr/>		
<b>DNI SCORE:</b>	<b>1-100</b>	100
 <b>APPRAISAL VALUE:</b>	 <b>\$43,268</b>	

Currency	Total Domain Value	FX conversion	US Dollars
USD	137,826,552	1.00	\$137,826,552
EUR	31,002,356	1.19	\$36,892,804
GBP	32,754,186	1.39	\$45,528,319
<b>Total (Sedo)</b>			<b>\$220,247,674</b>
Domains	3,493		
<b>Total (Dan)</b>			<b>\$76,076,710</b>
Domains	675		
<b>Total (GoDaddy)</b>			<b>\$404,057,279</b>
Domains	12,019		
<b>Total (Dan+Sedo+GoDaddy)</b>			<b>\$700,381,663</b>
 <b>Total (Domains)</b>	 <b>16,187</b>		
<b>Average Price Per Domain</b>			<b>\$43,268</b>

Domain Name	Google Search	Results
nftstips.com	<a href="https://www.google.com/search?q=nft%2Btips">https://www.google.com/search?q=nft%2Btips</a>	7,860,000
axiesnft.com	<a href="https://www.google.com/search?q=axies%2Bnft">https://www.google.com/search?q=axies%2Bnft</a>	7,390,000
auctionfts.com	<a href="https://www.google.com/search?q=auction%2Bnft">https://www.google.com/search?q=auction%2Bnft</a>	6,320,000
firsteditionnft.com	<a href="https://www.google.com/search?q=first%2Bedition%2Bnft">https://www.google.com/search?q=first%2Bedition%2Bnft</a>	5,060,000
princenft.com	<a href="https://www.google.com/search?q=prince%2Bnft">https://www.google.com/search?q=prince%2Bnft</a>	4,790,000
punksnfts.com	<a href="https://www.google.com/search?q=punks%2Bnft">https://www.google.com/search?q=punks%2Bnft</a>	4,280,000
jordanft.com	<a href="https://www.google.com/search?q=jordan%2Bnft">https://www.google.com/search?q=jordan%2Bnft</a>	3,970,000
domainfts.com	<a href="https://www.google.com/search?q=domain%2Bnft">https://www.google.com/search?q=domain%2Bnft</a>	2,690,000
cryptomothernft.com	<a href="https://www.google.com/search?q=crypto%2Bmother%2Bnft">https://www.google.com/search?q=crypto%2Bmother%2Bnft</a>	2,280,000
songsnfts.com	<a href="https://www.google.com/search?q=songs%2Bnft">https://www.google.com/search?q=songs%2Bnft</a>	2,140,000
tigernfts.com	<a href="https://www.google.com/search?q=tiger%2Bnft">https://www.google.com/search?q=tiger%2Bnft</a>	1,520,000
nftstickets.com	<a href="https://www.google.com/search?q=nft%2Btickets">https://www.google.com/search?q=nft%2Btickets</a>	1,470,000
ticketsnfts.com	<a href="https://www.google.com/search?q=tickets%2Bnft">https://www.google.com/search?q=tickets%2Bnft</a>	1,330,000
remnft.com	<a href="https://www.google.com/search?q=rem%2Bnft">https://www.google.com/search?q=rem%2Bnft</a>	1,110,000
michaeljacksonft.com	<a href="https://www.google.com/search?q=michael%2Bjackson%2Bnft">https://www.google.com/search?q=michael%2Bjackson%2Bnft</a>	1,010,000
beeplenft.io	<a href="https://www.google.com/search?q=beeples%2Bnft">https://www.google.com/search?q=beeples%2Bnft</a>	937,000
lebronft.com	<a href="https://www.google.com/search?q=lebron%2Bnft">https://www.google.com/search?q=lebron%2Bnft</a>	569,000
gratefuldeadenft.com	<a href="https://www.google.com/search?q=grateful%2Bdead%2Bnft">https://www.google.com/search?q=grateful%2Bdead%2Bnft</a>	524,000
gaganft.com	<a href="https://www.google.com/search?q=gaga%2Bnft">https://www.google.com/search?q=gaga%2Bnft</a>	457,000
ledzeppelinft.com	<a href="https://www.google.com/search?q=led%2Bzeppelin%2Bnft">https://www.google.com/search?q=led%2Bzeppelin%2Bnft</a>	360,000
bobmarleyft.com	<a href="https://www.google.com/search?q=bob%2Bmarley%2Bnft">https://www.google.com/search?q=bob%2Bmarley%2Bnft</a>	352,000
pollocknft.com	<a href="https://www.google.com/search?q=pollock%2Bnft">https://www.google.com/search?q=pollock%2Bnft</a>	309,000
pinkfloydft.com	<a href="https://www.google.com/search?q=pink%2Bfloyd%2Bnft">https://www.google.com/search?q=pink%2Bfloyd%2Bnft</a>	295,000
eltonjohnft.com	<a href="https://www.google.com/search?q=elton%2Bjohn%2Bnft">https://www.google.com/search?q=elton%2Bjohn%2Bnft</a>	260,000
bobdylanft.com	<a href="https://www.google.com/search?q=bob%2Bdylan%2Bnft">https://www.google.com/search?q=bob%2Bdylan%2Bnft</a>	258,000
bowienft.com	<a href="https://www.google.com/search?q=bowie%2Bnft">https://www.google.com/search?q=bowie%2Bnft</a>	229,000
memorabilianft.io	<a href="https://www.google.com/search?q=memorabilia%2Bnft">https://www.google.com/search?q=memorabilia%2Bnft</a>	226,000
nftmemorabilia.io	<a href="https://www.google.com/search?q=nft%2Bmemorabilia">https://www.google.com/search?q=nft%2Bmemorabilia</a>	209,000
notoriousbignft.com	<a href="https://www.google.com/search?q=notorious%2Bbig%2Bnft">https://www.google.com/search?q=notorious%2Bbig%2Bnft</a>	209,000
giphynft.com	<a href="https://www.google.com/search?q=giphy%2Bnft">https://www.google.com/search?q=giphy%2Bnft</a>	161,000
springsteenft.com	<a href="https://www.google.com/search?q=springsteen%2Bnft">https://www.google.com/search?q=springsteen%2Bnft</a>	160,000
elvisnft.io	<a href="https://www.google.com/search?q=elvis%2Bnft">https://www.google.com/search?q=elvis%2Bnft</a>	158,000
fewociousnft.io	<a href="https://www.google.com/search?q=fewocious%2Bnft">https://www.google.com/search?q=fewocious%2Bnft</a>	101,000
	<b>TOTAL</b>	<b>58,994,000</b>
	<b>AVERAGE</b>	<b>1,787,697</b>

## Counter offer notification

The seller of [nftoriginal.com](https://nftoriginal.com) has countered your offer in the amount of **US\$3,000,000.00**. To accept or counter their offer, click the button below. **Do not reply to this email – the seller will not get your offer.** Please keep in mind the seller may be negotiating several offers for this domain at any given time. We encourage you to respond **quickly** to the seller to increase your chances of registering [nftoriginal.com](https://nftoriginal.com).

[Log In to View the Offer →](#)

The offer is valid through **July 26, 2021** 1:37 PM. Whether you accept the offer or make a counter offer, you must respond by July 26, 2021 1:37 PM. After that, the offer is no longer binding and the seller may accept other offers.

## Counter offer notification

The seller of [buynft.com](https://buynft.com) has countered your offer in the amount of **US\$675,000.00**. To accept or counter their offer follow the below instructions. **Do not reply to this email – the seller will not get your offer.** Please keep in mind the seller may be negotiating several offers for this domain at any given time. We encourage you to respond **quickly** to the seller to increase your chances of registering [buynft.com](https://buynft.com).

[Log In to View the Offer →](#)

The offer is valid through **September 09, 2021** 1:08 AM. Whether you accept the offer or make a counter offer, you must respond by September 09, 2021 1:08 AM. After that, the offer is no longer binding and the seller may accept other offers.

If your offer is accepted, the transaction will be handled by Escrow.com™, an independent third-party escrow company, and the fees for their services will be paid for by the seller.

## Counter offer notification

The seller of [punknft.com](https://punknft.com) has countered your offer in the amount of **US\$100,000.00**. To accept or counter their offer, click the button below. **Do not reply to this email – the seller will not get your offer.** Please keep in mind the seller may be negotiating several offers for this domain at any given time. We encourage you to respond **quickly** to the seller to increase your chances of registering [punknft.com](https://punknft.com).

[Log In to View the Offer →](#)

The offer is valid through **August 24, 2021 5:04 PM**. Whether you accept the offer or make a counter offer, you must respond by August 24, 2021 5:04 PM. After that, the offer is no longer binding and the seller may accept other offers.

## Counter offer notification

The seller of [generativenft.com](https://generativenft.com) has countered your offer in the amount of **US\$11,888.00**. To accept or counter their offer, click the button below. **Do not reply to this email – the seller will not get your offer.** Please keep in mind the seller may be negotiating several offers for this domain at any given time. We encourage you to respond **quickly** to the seller to increase your chances of registering [generativenft.com](https://generativenft.com).

[Log In to View the Offer →](#)

The offer is valid through **August 27, 2021 2:57 PM**. Whether you accept the offer or make a counter offer, you must respond by August 27, 2021 2:57 PM. After that, the offer is no longer binding and the seller may accept other offers.

## **PLEASE READ CAREFULLY, IT CONTAINS IMPORTANT DISCLOSURES AND LEGAL INFORMATION**

### **1. OVERVIEW**

This Domain Name Valuation was prepared by Tendy, LLC and is for information purposes only. Domain name “values” are based on offer (“asking”) prices from GoDaddy.com, Sedo.com and Dan.com on June 28, 2001, June 23, 2021 and June 22, 2021, respectively.

Your electronic acceptance of this valuation signifies that you have read, understand, acknowledge, and agree to be bound by.

The terms “we”, “us” or “our” shall refer to Tendy, LLC. The terms “you”, “your”, “User” or “customer” shall refer to any individual or entity who reads this valuation document. Nothing in this shall be deemed to confer any third-party rights or benefits. “Site” refers to Tendy.com, TendyNFT.com and TendyNFTS.com

You acknowledge and agree that (i) Tendy, LLC, in its sole and absolute discretion, may change or modify this valuation, at any time, and such changes or modifications shall be effective immediately upon posting, and (ii) your use of this Site or the Services found at this Site after such changes or modifications have been made (as indicated by the “Last Revised” date at the top of this page) shall constitute your acceptance of this Valuation as last revised. If you do not agree to be bound by this valuation as last revised, do not use (or continue to use) this Site or the Services found at this Site. In addition, TENDY, LLC may occasionally notify you of changes or modifications to this valuation via social media. TENDY, LLC assumes no liability or responsibility for your failure to receive a notification if such failure results from an inaccurate or out-of-date viewing of social media. The valuation is not considered independent.

### **2. description of services**

The valuation is a domain name appraisal service, which allows you to obtain an estimated market value of domain names based on several factors, such as (i) the length of the domain name, (ii) the number of words in the domain name, (iii) the domain name extension (e.g., .com, .net, .org, etc.), (iv) the presence of numbers or dashes in the domain name, and (v) the domain name’s keyword popularity.

### **3. storage; data retention**

The valuation is not an archival service. You are solely responsible for maintaining independent back-up copies of previous valuations. TENDY, LLC expressly disclaims any liability or responsibility for any loss, damage or destruction of valuations or any other content.

### **4. LIMITATIONS ON USE; TERMINATION of services**

TENDY, LLC reserves the right to implement limitations on the valuation. Such limitations may relate to (i) the number of domain names per valuation, (ii) the third-party services used to obtain domain name asking prices, or (iii) such other items as TENDY, LLC may specify. Your electronic acceptance of this valuation signifies that you have read, understand, acknowledge and agree to be bound by such limitations.

Usage determinations shall be made by TENDY, LLC in its sole and absolute discretion.

### **5. disclaimer of representations and warranties; limitation of liability**

IN ADDITION TO THE “DISCLAIMER OF REPRESENTATIONS AND WARRANTIES” AND “LIMITATION OF LIABILITY” SECTIONS CONTAINED IN THE UNIVERSAL TERMS OF SERVICE VALUATION, WHICH IS INCORPORATED HEREIN BY REFERENCE, YOU SPECIFICALLY ACKNOWLEDGE AND AGREE THAT TENDY, LLC MAKES NO REPRESENTATIONS OR WARRANTIES THAT A VALUATION GENERATED (I) WILL

REFLECT THE ACTUAL VALUE OF A DOMAIN NAME, (II) WILL REFLECT THE TRANSACTION PRICE OF A DOMAIN NAME, OR (III) WILL RESULT IN AN OFFER TO PURCHASE A DOMAIN NAME. GENERATION OF A VALUATION BY THE ANALYSIS DOES NOT CONSTITUTE AN OFFER TO PURCHASE A DOMAIN NAME BY TENDY, LLC OR ANY THIRD PARTY.

VALUATIONS OF DOMAIN NAMES ARE INHERENTLY SUBJECTIVE BY NATURE, AND MANY CIRCUMSTANCES IMPACT SUCH VALUATIONS, WHICH ARE BEYOND THE KNOWLEDGE OR CONTROL OF TENDY, LLC. A VALUATION GENERATED BY THE SERVICE REFLECTS TENDY, LLC'S ESTIMATED MARKET VALUE OF THE DOMAIN NAME BASED SOLELY ON THE FACTORS INCLUDED IN TENDY, LLC'S VALUATION METHOD. THOSE FACTORS MAY CHANGE FROM TIME TO TIME, AND BE BASED IN PART OR IN WHOLE ON INFORMATION AND DATA GATHERED BY TENDY, LLC FROM INDEPENDENT SOURCES. TENDY, LLC MAKES NO REPRESENTATIONS OR WARRANTIES THAT (I) IT HAS INCLUDED ALL RELEVANT FACTORS IN ITS VALUATION METHOD OR (II) INFORMATION AND DATA RELIED UPON IN ITS VALUATION METHOD IS ACCURATE.

A VALUATION GENERATED REFLECTS TENDY, LLC'S ESTIMATED MARKET VALUE OF THE DOMAIN NAME AS OF THE TIME OF THE ANALYSIS. TENDY, LLC MAKES NO REPRESENTATIONS OR WARRANTIES THAT MARKET FLUCTUATIONS OR OTHER CIRCUMSTANCES WILL NOT CHANGE THE ESTIMATED MARKET VALUE OF THE DOMAIN NAME.

A VALUATION GENERATED BY TENDY, LLC IS PROVIDED TO YOU FOR CONVENIENCE ONLY. A VALUATION SHOULD NOT BE USED (I) AS A BASIS FOR ESTABLISHING OR EVIDENCING THE VALUE OF A DOMAIN NAME, (II) AS A PERSONAL OR BUSINESS ASSET, (III) AS COLLATERAL FOR A FINANCING ARRANGEMENT, OR (IV) IN ANY MANNER THAT WOULD INDUCE A THIRD PARTY TO ENTER INTO A TRANSACTION WITH YOU. TENDY, LLC EXPRESSLY DISCLAIMS ANY LIABILITY TO YOU OR ANY THIRD PARTY FOR ANY RELIANCE BY YOU OR ANY THIRD PARTY ON THE VALUATION.

TENDY, LLC, ITS OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS EXPRESSLY DISCLAIM ANY LIABILITY OR RESPONSIBILITY TO YOU OR ANY OTHER PERSON OR ENTITY FOR ANY LOSS OR DAMAGE ARISING FROM OR RELATED TO THE ITEMS DESCRIBED ABOVE, INCLUDING ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES WHATSOEVER.

## **6. titles and headings; independent covenants; severability**

The titles and headings of this valuation are for convenience and ease of reference only and shall not be utilized in any way to construe or interpret the valuation of the parties as otherwise set forth herein. Each covenant and valuation in this valuation shall be construed for all purposes to be a separate and independent covenant or valuation. If a court of competent jurisdiction holds any provision (or portion of a provision) of this valuation to be illegal, invalid, or otherwise unenforceable, the remaining provisions (or portions of provisions) of this Valuation shall not be affected thereby and shall be found to be valid and enforceable to the fullest extent permitted by law.

## **7. DEFINITIONS; CONFLICTS**

Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Universal Terms of Service Valuation. In the event there is a conflict between the provisions of this Valuation and the provisions of the Universal Terms of Service Valuation, the provisions of this Valuation shall control.

Revised: 9/2/21

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