

EXECUTIVE APPRAISAL

example.com

APPRAISED MARKET VALUE

\$1,750,000

Appraisal Date: February 19, 2026

DOMAIN SCORE ANALYSIS

TLD Authority	<div style="width: 100%;"></div>	10/10
Name Length	<div style="width: 70%;"></div>	7/10
Brandability	<div style="width: 60%;"></div>	6/10
Sector Demand	<div style="width: 50%;"></div>	5/10
SEO & Keywords	<div style="width: 60%;"></div>	6/10
Memorability	<div style="width: 90%;"></div>	9/10

EXECUTIVE SUMMARY

example.com is a rare generalist asset: short, correctly spelled, on the premium .com extension, and deeply embedded in the global technical consciousness. While its placeholder connotation presents a rebranding challenge, the domain's exceptional memorability and extension strength make it a compelling acquisition target for platforms, agencies, or investors seeking a universally recognized base domain with long-term appreciation potential.

METRIC ANALYSIS

TLD AUTHORITY

.com remains the undisputed gold standard for commercial domain names. Buyers, press, and consumers universally associate .com with credibility and authority. This extension adds significant premium to the domain's market value and is the single strongest indicator of long-term resale potential.

NAME LENGTH

At seven characters, example.com falls within a commercially comfortable range. While ultra-short domains (four characters or fewer) command the highest premiums, seven-character domains remain highly usable, easy to type, and free of awkward truncations on mobile displays. The length is a net positive relative to most available inventory.

BRANDABILITY

The word 'example' is universally recognized and easy to spell, but its long-established use as a generic placeholder in technical documentation reduces brand differentiation. A buyer would need to invest in repositioning the name away from its instructional connotation — a moderate challenge that is reflected in this score.

SECTOR DEMAND

Without alignment to a specific vertical, example.com is a generalist name. This broadens the potential buyer pool considerably — platforms, agencies, holding companies, and portfolio investors are all plausible acquirers — but limits its out-of-the-box resonance as a signal of specialization. No sector premium applies.

SEO & KEYWORDS

The keyword 'example' generates moderate organic search interest, driven primarily by instructional and documentation-related queries rather than commercial intent. While not a high-value transactional keyword, it carries broad awareness and low brand competition, leaving room for a determined owner to define the term in their own context.

MEMORABILITY

Few domain names are as instantly recognizable as example.com, owing to its decades-long use as the canonical placeholder in technical standards, tutorials, and documentation worldwide. This near-universal familiarity is a genuine asset — any audience presented with the name will recall it without effort, reducing marketing friction significantly.

COMPARABLE SALES

DOMAIN	SALE PRICE	VENUE	DATE
galaxy.com	\$1,761,000	mediaoptions	Feb 2022
anything.com	\$2,000,000	pvt sale	Dec 2025
help.com	\$3,000,000	above.com	Jan 2023