

Domain Value Justification for Brud.com

Brud.com is a rare, pronounceable four-letter .com domain with strong market value due to scarcity, brandability, and historical sales trends in the domain industry.

1. Scarcity of Four-Letter .Com Domains

- All possible four-letter .com domains were fully registered before 2013, making them increasingly scarce and valuable.
- Pronounceable, short domains are considered premium assets due to their branding flexibility and global usability.

2. Comparable Domain Sales and Market Trends

- Recent sales of similar four-letter .com domains demonstrate strong market demand:
 - Fund.com – Sold for \$10 million
 - Vivo.com – Sold for \$2.1 million
 - Call.com – Sold for \$1.6 million
 - Data.com – Sold for \$1.5 million
 - Rock.com – Sold for \$1.1 million
 - Fish.com – Sold for \$1.02 million
 - ASAP.com – Sold for \$404,600 (2024)
 - GOSH.com – Sold for \$475,000 (2024)
 - POSE.com – Sold for \$302,670 (2024)
 - FAPO.com – Sold for \$121,999 (2024)
- These sales confirm that four-letter .com domains frequently command six- and seven-figure prices.

3. Brud.com's Unique Branding and Market Position

- Pronounceability: Brud.com is an easily pronounceable, single-syllable domain, making it highly desirable for branding.
- Cultural and Market Recognition:
 - Used as a slang term in action sports culture, meaning "cool" or "awesome."
 - Recognized as a shortened form of "Brother," reinforcing community and connection.
 - Previously used for an X-Sport and Amazon.com adventure gear store.
- These factors increase its appeal to businesses and investors seeking a short, memorable domain.

4. Valuation Justification for \$1,000,000

- Comparable four-letter domain sales support valuations from \$100,000 to well over \$1,000,000.
- Pronounceable, **brandable** four-letter domains carry a premium in the marketplace.
- Given its market position, rarity, and branding strength, Brud.com justifies a valuation of \$1,000,000 based on historical sales trends and domain industry standards.

Conclusion

Brud.com meets all criteria for a premium four-letter .com domain, supported by market scarcity, historical sales data, and branding potential. Given its unique positioning and established market trends, a valuation of \$1,000,000 is reasonable and justified.