

Name: _____

Date: _____

Score: _____

Buying Premium Ultra-High-Value Domains & Escrow Guide

Premium domain valuation, acquisition financing, corporate negotiation, and escrow safety

DOMAIN BROKER LEARNING OVERVIEW

INVESTOR

STUDENT STATUS

Corporate Branding Track

SECURED

DOMAIN ASSETS

High-Value Asset Transfer

100%

ESCROW SAFETY

Confidential Buyer Protection

Welcome! This activity packet guides you through the fundamental principles of Domain Brokerage & Corporate Asset Acquisition. You will explore how stealth procurement protects buyer capital, how domain valuations operate, and how to secure high-value domain transfers.

WORKSHEET CHECKPOINTS

- ☐ **Part 1-4:** Master domain valuation and brokerage.
- ☐ **Part 5-7:** Solve crossword & word search puzzles.
- ☐ **Part 8-9:** Solve case studies & cipher challenge.
- ☐ **Part 10:** Review basic & advanced FAQ pages.
- ☐ **Part 11:** Explore 10 interesting real-world facts.

Open the VPN.com Domain Broker Guide

URL: <https://www.vpn.com/domain-broker/buy-premium-domain/>

Your Domain Brokerage Learning Roadmap

- Evaluate high-value 1-word generic .com domains and brand authority assets.
- Structure corporate financing, lease-to-own contracts, and stealth buyer representation.
- Verify unencumbered chain of title and clean historical WHOIS ownership records.
- Manage wire transfer holding and domain disbursement through licensed escrow platforms.
- Enforce ICANN transfer policies and secure registrar locking mechanisms.

DOMAIN BROKERAGE GUIDE INSTRUCTIONS

Answer the multiple choice and true/false questions, complete the fill-in-the-blank sentences using the word bank, match definitions, and solve the crossword and word search puzzles. Apply your knowledge to real-world domain acquisition scenarios in the case study section.

WHAT IS DOMAIN BROKERAGE? (INTRODUCTION)

Domain brokerage involves confidential negotiation, valuation, and licensed escrow transfer of high-value web addresses. Professional domain brokers represent corporate buyers and sellers to secure valuable digital real estate assets, safeguard purchasing power, and verify unencumbered chain of title.

READ EACH CHECKPOINT CAREFULLY AND SELECT OR WRITE THE CORRECT RESPONSE.

Checkpoint 1: Multiple Choice Challenge

1 What defines a premium domain name in digital asset markets?

- ☐ A. Domains containing more than 50 characters
- ☐ B. Short, memorable generic words or exact-match .coms
- ☐ C. Domains registered within the past 30 days
- ☐ D. Subdomains hosted on free blogging platforms

2 Why are short 1-word .com domains considered digital real estate?

- ☐ A. They require special hardware web servers to host
- ☐ B. They carry built-in trust, instant brand authority, and scarcity
- ☐ C. Registrars waive annual ICANN registration fees for them
- ☐ D. They are exempt from international trademark laws

3 What role does a certified escrow service play in a premium purchase?

- ☐ A. Approving web content published on the domain
- ☐ B. Holding buyer funds securely until transfer is verified
- ☐ C. Setting daily price exchange rates for domain names
- ☐ D. Hosting the domain's DNS name servers

4 What financing model lets companies acquire multi-million dollar domains over time?

- ☐ A. Unsecured short-term payday loans
- ☐ B. Lease-to-own agreements with purchase option clauses
- ☐ C. Direct public crowdfunding campaigns
- ☐ D. Non-refundable wire deposits

5 How do buyers verify clean legal title before purchasing a premium domain?

- ☐ A. Performing trademark searches and historical WHOIS title audits
- ☐ B. Checking local web browser history logs
- ☐ C. Running website speed test diagnostics
- ☐ D. Updating domain DNS A records

Checkpoint 2: True or False Challenge

6 Question 6

Generic single-word .com domains are limited in supply and cannot be duplicated.

☐

True

☐

False

7 Question 7

Wiring purchase funds directly to an overseas seller without escrow carries no risk.

☐

True

☐

False

8 Question 8

Lease-to-own contracts allow buyers to use the domain while making payments.

☐

True

☐

False

9 Question 9

Reviewing historical ownership records ensures the domain is free from liens.

☐

True

☐

False

10 Question 10

Escrow agents disburse funds to the seller as soon as the EPP code is emailed.

☐

True

☐

False

Checkpoint 3: Key Term Insertion

Read each sentence below and fill in the blank with the correct term from the Word Bank.

1. A _____ is a short, authoritative generic .com web address.
2. Short generic web addresses function as prime _____ for global enterprise brands.
3. Licensed _____ guarantees buyer funds are safe until transfer completion.
4. A _____ contract spreads multi-million dollar acquisition costs over installment terms.
5. Auditing the _____ confirms the domain asset is free from legal encumbrances.
6. The seller provides an _____ to authorize registrar transfer to the buyer.

VOCABULARY WORD BANK

PREMIUM DOMAIN
CHAIN OF TITLE

DIGITAL REAL ESTATE
EPP CODE

ESCROW PROTECTION
VALUATION

LEASE TO OWN
FINANCING

Write your answers here:

- | | | | |
|----|----------------------|----|----------------------|
| 1. | <input type="text"/> | 2. | <input type="text"/> |
| 3. | <input type="text"/> | 4. | <input type="text"/> |
| 5. | <input type="text"/> | 6. | <input type="text"/> |

Checkpoint 4: Domain Concept Match

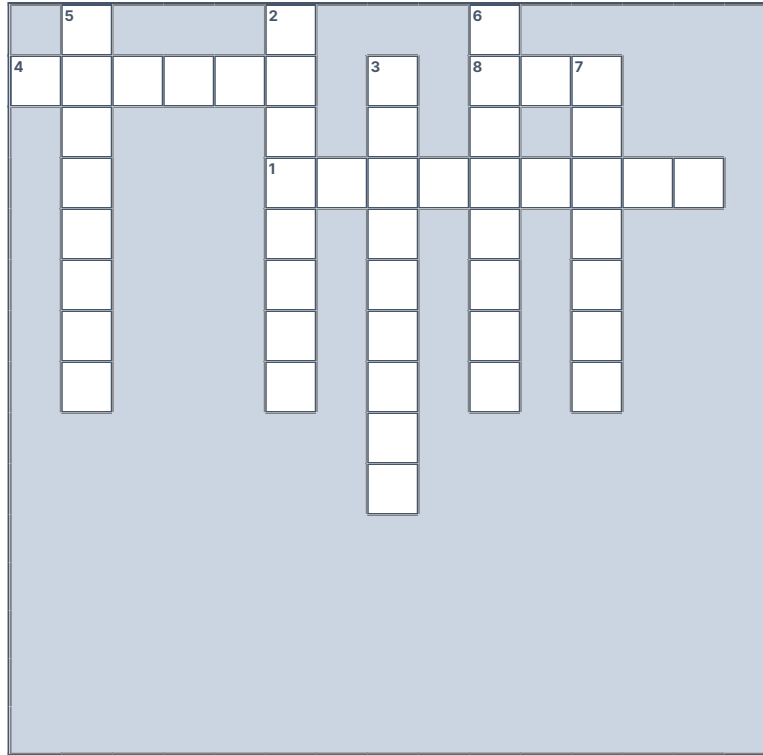
DEFINITION MATCHING

Match each vocabulary term on the left with its correct definition on the right by writing the corresponding letter (A-H) in the fillable input box.

- | | |
|---|--|
| <input type="text"/> 1. Premium .com | A Category-defining 1-word or 2-letter domain asset with maximum global authority. |
| <input type="text"/> 2. Digital Asset | B High-value intangible property providing direct competitive advantage and organic trust. |
| <input type="text"/> 3. Lease-to-Own | C Installment acquisition contract granting immediate domain use while completing payments. |
| <input type="text"/> 4. Chain of Title | D Historical ownership verification ensuring the seller possesses unencumbered title. |
| <input type="text"/> 5. Escrow Account | E Licensed third-party financial vault holding funds until registry transfer completes. |
| <input type="text"/> 6. Domain Appraisal | F Professional appraisal evaluating brand synergy, search traffic, and sales comps. |
| <input type="text"/> 7. EPP Authorization | G Secure passcode facilitating seamless domain migration across accredited registrars. |
| <input type="text"/> 8. Stealth Brokerage | H Confidential representation shielding buyer purchasing power during price negotiations. |

Checkpoint 5: Crossword Puzzle

Solve the crossword puzzle by typing letters into the active white boxes. The numbers correspond to the clues below.



ACROSS

1. Process of wrapping data packets inside other packets (9)
4. Remote server that routes traffic and hides your IP (6)
8. Internet Service Provider, logs traffic unless encrypted (3)

DOWN

2. Rules determining how data is sent and encrypted (8)
3. Rate of data transfer across a path (9)
5. Blocking site access based on location (8)
6. Security system that monitors and blocks traffic (8)
7. State of being free from tracking or surveillance (7)

Checkpoint 5 Alternative: Accessible Crossword Clues

Screen-reader and keyboard users can type the crossword answers directly in the text fields below.

ACROSS CLUES

1 Across: High-value generic domain carrying maximum market authority (7 letters):

4 Across: Third-party payment holding service securing domain purchases (6 letters):

8 Across: Virtual corporate property possessing intrinsic commercial value (5 letters):

DOWN CLUES

2 Down: Natural market limitation driving multi-million dollar domain values (8 letters):

3 Down: Structured lease-to-own payment model for premium domains (9 letters):

5 Down: Appraisal process calculating true digital asset value (9 letters):

6 Down: ICANN-accredited entity hosting domain title records (12 letters):

7 Down: Professional advisory firm executing stealth domain deals (9 letters):

Checkpoint 6: Hidden Word Search

Find the 8 key vocabulary terms hidden in the grid below. Words can be horizontal, vertical, or diagonal.

G	B	D	E	E	N	E	X	N	V	Z	N	S	S	N
R	L	S	C	A	R	C	I	T	Y	F	R	F	J	W
E	D	I	G	S	N	T	R	Q	M	M	E	T	S	N
G	F	E	F	S	C	D	X	X	I	T	B	R	V	N
I	Q	H	A	E	B	N	I	N	F	R	I	B	K	D
S	V	M	W	T	S	Q	B	Y	D	G	Q	O	N	D
T	M	A	I	S	M	P	J	F	I	N	A	N	C	E
R	H	Q	L	B	R	O	K	E	R	A	G	E	K	S
Y	P	K	A	U	J	W	M	Z	A	K	L	R	Z	N
K	H	R	O	U	A	I	E	Q	J	T	C	I	C	O
Q	D	Q	E	O	L	T	W	S	C	A	M	S	V	Q
C	V	P	C	M	Y	N	I	L	C	U	K	X	K	M
Q	G	F	X	V	I	F	Z	O	V	R	O	A	M	F
U	Y	A	Z	A	I	U	G	H	N	N	O	E	U	L
S	L	P	D	R	T	C	M	V	Q	B	O	W	A	J

VOCABULARY WORD LIST

PREMIUM
VALUATION

SCARCITY
REGISTRY

FINANCE
BROKERAGE

ESCROW
ASSETS

Checkpoint 6 Alternative: Accessible Vocabulary Matching

Match each of the 8 vocabulary terms from the Word Search to its correct definition by writing the letter (A-H) in the blank space.

VOCABULARY TERMS

- A. PREMIUM
- B. SCARCITY
- C. FINANCE
- D. ESCROW
- E. VALUATION
- F. REGISTRY
- G. BROKERAGE
- H. ASSETS

DEFINITIONS & MATCH FIELDS

- ☐ 1. Confidential negotiation and acquisition service for domain names. (A)
- ☐ 2. Secured third-party account holding funds during domain transfer. (B)
- ☐ 3. Professional appraisal determining market value of digital assets. (C)
- ☐ 4. Strategy concealing buyer identity to prevent price inflation. (D)
- ☐ 5. Authorization code generated by registrars to validate domain transfer. (E)
- ☐ 6. ICANN-accredited entity managing domain registration records. (F)
- ☐ 7. Short, high-demand generic .com web addresses carrying major brand equity. (G)
- ☐ 8. Formal request to procure a domain owned by another entity. (H)

Checkpoint 7: Scrambled Word Challenge

Unscramble the letters below to reveal key domain brokerage concepts and terms. Write your answers in the input boxes provided.

1. R M I E M P U

5. U I O A N L T V

2. R C T Y A I S C

6. I R A S R G T R

3. I A N N E F C

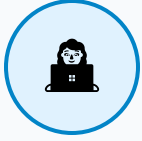
7. K R O E B R

4. R S C O E W

8. C U I Q E A R

Checkpoint 8: Domain Brokerage Case Studies

Apply the concepts you have learned to solve the real-world scenarios below.



CASE STUDY 1: STRUCTURING A MULTI-MILLION DOLLAR LEASE-TO-OWN

Scenario: A rapidly growing fintech enterprise wants to buy Pay.com valued at \$15 Million but needs to preserve working capital for engineering and hiring.

Discussion Question: How can a domain broker structure a multi-year acquisition to satisfy both buyer liquidity and seller valuation?



CASE STUDY 2: PROTECTING CAPITAL IN INTERNATIONAL ACQUISITIONS

Scenario: A buyer agrees to purchase a 2-letter .com domain from an overseas seller who demands an immediate direct wire transfer.

Discussion Question: Why must the buyer refuse direct wire payment, and what security steps protect the capital?

Final Challenge: Decrypting the Cipher

A domain broker protects client capital during stealth acquisitions. Use the Letter-to-Number key below to decrypt the cybersecurity message by writing the matching letters in the blank spaces.

LETTER-TO-NUMBER ENCRYPTION KEY

A=1	B=2	C=3	D=4	E=5	F=6	G=7	H=8	I=9	J=10	K=11	L=12	M=13
N=14	O=15	P=16	Q=17	R=18	S=19	T=20	U=21	V=22	W=23	X=24	Y=25	Z=26

6	9	14	1	14	3	5	25	15	21	18		

4	15	13	1	9	14	19	23	9	20	8	1	

19	5	3	21	18	5	2	18	15	11	5	18	

Decoded cybersecurity message:

TIP: EACH NUMBER REPRESENTS THE POSITION OF THAT LETTER IN THE ALPHABET (E.G. 1 = A, 2 = B, 26 = Z).

Checkpoint 10: Basic Domain Brokerage FAQs (Part A)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q1: What defines a premium domain name?

A premium domain is a short, memorable, dictionary word or acronym (usually .com) with immense commercial demand and intrinsic brand value.

Q2: Why are 1-word and 2-letter .com domains worth millions of dollars?

They carry finite global supply, maximum brand authority, instant trust, and represent category leadership for major global enterprises.

Q3: How do I buy an ultra-high-value premium domain safely?

Work with a licensed domain broker and use an established escrow service to verify title, hold funds, and execute secure transfer.

Q4: What is lease-to-own domain financing and how does it work?

Lease-to-own allows a company to acquire a premium domain by paying monthly installments over 1 to 5 years while utilizing the domain immediately.

Q5: How does a buyer evaluate if a premium domain price is fair?

Brokers evaluate historical sales comparables (comps), exact-match search volume, pay-per-click (PPC) ad value, and commercial industry size.

Checkpoint 10: Basic Domain Brokerage FAQs (Part B)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q6: What role does a domain broker play in premium domain acquisitions?

Brokers manage valuation appraisals, conduct stealth negotiations, draft acquisition agreements, and oversee escrow settlement.

Q7: Why do enterprise brands invest in category-defining domain assets?

Category domains reduce customer acquisition costs, enhance brand prestige, prevent competitor market dominance, and appreciate over time.

Q8: How does Escrow.com handle multi-million dollar domain transactions?

Escrow holds buyer wire transfers in licensed trust accounts until ownership transfer is confirmed by both buyer and corporate registrar.

Q9: Can I finance a premium domain purchase over 12 to 36 months?

Yes. Most domain brokers structure flexible lease-to-own financing terms for multi-hundred-thousand or million-dollar domain purchases.

Q10: What is an unencumbered chain of title in domain ownership?

Unencumbered title means the domain is free of legal liens, corporate disputes, security claims, or historical theft encumbrances.

Checkpoint 11: Advanced Domain Valuation FAQs (Part A)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q1: How do brokers structure corporate acquisition financing and escrow holdback clauses?

Escrow agreements include holdback clauses where 10% to 20% of funds are retained for 30 days post-transfer to verify clean operational handover.

Q2: What valuation algorithms weigh organic traffic, search volume, and brand authority for \$1M+ assets?

Appraisal models multiply exact-match search volume by average Google Ads CPC to calculate baseline traffic equity value.

Q3: How do non-circumvention covenants protect buyer capital in ultra-high-value negotiations?

Covenants prevent sellers from contacting end-buyer executives directly to bypass broker-negotiated price caps and terms.

Q4: What is registrar-level registry lock and how does it provide out-of-band security for 8-figure domains?

Registry lock requires manual telephone and security phrase verification from the registry operator before any DNS or auth-code changes occur.

Q5: How are corporate tax deductions and asset depreciation managed for premium domain investments?

Domains are classified as indefinite-lived intangible assets under Section 197, amortized over 15-year tax schedules in major jurisdictions.

Checkpoint 11: Advanced Domain Valuation FAQs (Part B)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q6: What protocol governs wire transfer confirmation, lien checks, and WHOIS updates during escrow closing?

Escrow officers run PATRIOT Act/OFAC checks, confirm federal wire settlement, audit WHOIS registrant updates, and execute final payout.

Q7: How do brokers mitigate trademark infringement risks when purchasing legacy premium domains?

Comprehensive trademark clearance searches ensure the domain mark is descriptive or generic, mitigating third-party infringement risks.

Q8: What is the legal structure of a domain lease contract with option-to-purchase rights?

Contracts specify monthly lease payments, default remedies, nameserver control guidelines, and fixed purchase price execution terms.

Q9: How are international currency fluctuations hedged during multi-year domain lease payments?

Lease-to-own agreements specify USD baseline currency pricing to eliminate exchange rate volatility over multi-year payment terms.

Q10: What post-closing administrative steps transition full DNS control to enterprise IT infrastructure?

IT teams update NS records, configure redundant DNS Anycast routing, issue SSL/TLS certificates, and activate registrar registry locks.

Part 11: 10 Real-World Domain Brokerage Facts & Insights

Review these highly valuable, real-world facts regarding domain valuation, stealth acquisition, and escrow security.

1. DOMAIN INSIGHT

Short 1-word generic .com domains represent the most valuable digital real estate assets globally.

2. DOMAIN INSIGHT

Over 80% of Fortune 500 tech companies own their primary exact-match generic .com domains.

3. DOMAIN INSIGHT

Lease-to-own domain financing enables high-growth startups to acquire multi-million dollar brands.

4. DOMAIN INSIGHT

Licensed escrow services eliminate transaction risk by holding funds until registry transfer completion.

5. DOMAIN INSIGHT

Stealth acquisition brokerage protects corporate buyers from speculative seller price gouging.

6. DOMAIN INSIGHT

EPP authorization passcodes are required by ICANN to authorize inter-registrar domain transfers.

7. DOMAIN INSIGHT

Historical WHOIS title audits ensure premium domain assets are free from hidden corporate liens.

8. DOMAIN INSIGHT

Defensive domain portfolio management prevents brand confusion and unauthorized competitor registration.

9. DOMAIN INSIGHT

Domain appraisals combine historic sales comparisons, keyword traffic volume, and commercial brand value.

10. DOMAIN INSIGHT

Professional domain brokers operate under NDAs to maintain buyer confidentiality throughout negotiations.

Technical References & Sources

The study guide and interactive puzzles are compiled from global ICANN, WIPO UDRP, and licensed domain escrow standards.

SCHOLARLY & INDUSTRY REFERENCES

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- [3] WIPO. (2025). Guide to the Uniform Domain Name Dispute Resolution Policy (UDRP). Retrieved from <https://www.wipo.int/portal/en/index.html>
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- [6] IETF. (2021). RFC 3986: Uniform Resource Identifier (URI): Generic Syntax. Retrieved from <https://datatracker.ietf.org/doc/rfc3986/>
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Answer Key: Checkpoint 1 - Multiple Choice

1 Brokerage Function

BROKERAGE

Correct Answer: B

TEACHING NOTE

Domain brokers act as confidential negotiators representing buyers and sellers to reach fair market transactions.

Citation: ICANN Transfer Policy [Ref 1].

2 Stealth Strategy

STEALTH

Correct Answer: B

TEACHING NOTE

Stealth acquisition conceals corporate buyer identity to prevent sellers from inflating asking prices.

Citation: Escrow.com Protocol [Ref 7].

3 Escrow Protection

ESCROW

Correct Answer: B

TEACHING NOTE

Licensed third-party escrow holds funds safely until ownership transfer verification is complete.

Citation: Escrow.com Protocol [Ref 7].

4 Domain Appraisal

VALUATION

Correct Answer: B

TEACHING NOTE

Short 2-letter and 1-word .com domains carry extreme global brand scarcity and liquidity.

Citation: WIPO UDRP Guide [Ref 3].

5 Dispute Resolution

UDRP POLICY

Correct Answer: A

TEACHING NOTE

ICANN's Uniform Domain-Name Dispute-Resolution Policy (UDRP) governs administrative trademark disputes.

Citation: WIPO Dispute Rules [Ref 2].

Answer Key: Checkpoint 2 - True or False

6 Confidential NDAs

NDAS

Correct Answer: True

TEACHING NOTE

Professional domain brokers operate under non-disclosure agreements to protect buyer corporate strategy.

Citation: CIS Controls [Ref 8].

7 Escrow Delivery

ESCROW

Correct Answer: False

TEACHING NOTE

Escrow holding accounts disburse funds only after full domain ownership transfer is verified by the buyer.

Citation: Escrow.com Protocol [Ref 7].

8 Digital Real Estate

ASSETS

Correct Answer: True

TEACHING NOTE

Short 2-letter and 3-letter .com domains function as high-value, liquid digital property assets.

Citation: NIST Guidelines [Ref 9].

9 Stealth Negotiation

STRATEGY

Correct Answer: True

TEACHING NOTE

Direct corporate buyer outreach often causes sellers to inflate asking prices significantly.

Citation: WIPO UDRP Guide [Ref 3].

10 EPP Authorization

EPP CODE

Correct Answer: False

TEACHING NOTE

EPP codes are unique security passcodes generated by registrars to authorize domain transfers.

Citation: IETF RFC 5730 [Ref 4].

Vocabulary Keys & Grading Rubric

Instructor Grading Rubric: Award 1 point for each correct matching (8 points total) and context term (6 points total).

CHECKPOINT 4: CONCEPT MATCH KEY

B 1. Tunneling

C 2. Protocol

H 3. Bandwidth

D 4. Server

E 5. Geoblock

F 6. Firewall

G 7. Privacy

A 8. ISP

1 TUNNELING

2 BANDWIDTH

3 GEOBLOCK

4 PROTOCOL

5 FIREWALL

6 SERVER

DISCUSSION NOTES FOR INSTRUCTORS

Valuation Accuracy:

Verify that students understand how domain length, extension (.com, .ai), and commercial search volume drive appraisal pricing.

Escrow Security:

Emphasize that funds are held in licensed third-party holding accounts prior to domain WHOIS transfer verification.

Stealth Representation:

Highlight the role of NDAs and third-party representation in preventing speculative price gouging during corporate procurement.

Puzzles Keys & Instructor Notes

WORD SEARCH SOLUTION

G	B	D	E	E	N	E	X	N	V	Z	N	S	S	N
R	L	S	C	A	R	C	I	T	Y	F	R	F	J	W
E	D	I	G	S	N	T	R	Q	M	M	E	T	S	N
G	F	E	F	S	C	D	X	X	I	T	B	R	V	N
I	Q	H	A	E	B	N	I	N	F	R	I	B	K	D
S	V	M	W	T	S	Q	B	Y	D	G	Q	O	N	D
T	M	A	I	S	M	P	J	F	I	N	A	N	C	E
R	H	Q	L	B	R	O	K	E	R	A	G	E	K	S
Y	P	K	A	U	J	W	M	Z	A	K	L	R	Z	N
K	H	R	O	U	A	I	E	Q	J	T	C	I	C	O
Q	D	Q	E	O	L	T	W	S	C	A	M	S	V	Q
C	V	P	C	M	Y	N	I	L	C	U	K	X	K	M
Q	G	F	X	V	I	F	Z	O	V	R	O	A	M	F
U	Y	A	Z	A	I	U	G	H	N	N	O	E	U	L
S	L	P	D	R	T	C	M	V	Q	B	O	W	A	J

CROSSWORD SOLUTION

		5	G					2	P				6	F			
4	S	E	R	V	E		R			3	B		8	I	S	7	P
		O					O				A			R		R	
		B					1	T	U	N	N	E	L	I	N	G	
		L					O			D		W		V			
		O					C			W		A		A			
		C					O			I		L		C			
		K					L			D		L		Y			
										T							
										H							

INSTRUCTOR GUIDE FOR CROSSWORD SOLUTIONS

ACROSS CLUES

- 1 Across:** **TUNNELING** Process of wrapping data packets. (3, 5)
- 4 Across:** **SERVER** Remote computer routing traffic. (1, 0)
- 8 Across:** **ISP** Internet Service Provider. (1, 9)

DOWN CLUES

- 2 Down:** **PROTOCOL** Rules determining data transmission. (0, 5)
- 3 Down:** **BANDWIDTH** Rate of data transfer. (1, 7)
- 5 Down:** **GEOBLOCK** Location website restriction. (0, 1)
- 6 Down:** **FIREWALL** Security monitor barrier. (0, 9)
- 7 Down:** **PRIVACY** State of freedom from tracking. (1, 11)

Scrambled Words & Cipher Solution Key

Grading key for the vocabulary word unscramble activity and Secret Cipher Challenge.

WORD UNSCRAMBLE KEY

1. R M I E M P U

PREMIUM

5. U I O A N L T V A

VALUATION

2. R C T Y A I S C

SCARCITY

6. I R A S R G T R E

REGISTRAR

3. I A N N E F C

FINANCE

7. K R O E B R

BROKER

4. R S C O E W

ESCROW

8. C U I Q E A R

ACQUIRE

SECRET CIPHER CHALLENGE KEY

"FINANCE YOUR DOMAINS WITH A SECURE BROKER"

Domain Brokerage Case Studies Solution Key

A Case Study 1: Structuring a Multi-Million Dollar Lease-to-Own

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** A rapidly growing fintech enterprise wants to buy Pay.com valued at \$15 Million but needs to preserve working capital for engineering and hiring.
- **Recommended Strategy & Solution:** The broker structures a 36-month lease-to-own agreement. The buyer pays a 10% upfront deposit and monthly installments into escrow while utilizing the domain for production DNS, securing the right to acquire full legal title upon final payment.

B Case Study 2: Protecting Capital in International Acquisitions

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** A buyer agrees to purchase a 2-letter .com domain from an overseas seller who demands an immediate direct wire transfer.
- **Recommended Strategy & Solution:** Direct wires to unknown overseas sellers carry 100% loss risk with no recourse. The buyer must insist on a licensed escrow service (such as Escrow.com), where funds are held safely until domain WHOIS control is verified.