

Name: _____

Date: _____

Score: _____

.COM vs .XYZ TLD Comparison & Industry Trust Analysis

.com vs .xyz extensions, TLD market share, trust factor, pricing models, and search engine treatment

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/com-vs-xyz/>

Your Domain Brokerage Learning Roadmap

- Analyze TLD market share and adoption of .com versus .xyz extensions.
- Evaluate search engine optimization and consumer trust factor differences.
- Understand premium renewal fee structures and registry pricing tiers.
- Execute secure domain acquisitions using licensed escrow platforms.
- Manage domain transfers safely with EPP code verification.

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 Which TLD holds the largest global market share and consumer trust rating?

- ☐ A. .xyz extension
- ☐ B. .com extension
- ☐ C. .biz extension
- ☐ D. .info extension

2 Why has the .xyz TLD seen significant adoption among Web3 and blockchain startups?

- ☐ A. It bypasses web browser DNS lookups
- ☐ B. It represents generation XYZ and decentralized tech branding
- ☐ C. It is completely exempt from ICANN registry rules
- ☐ D. It provides free automatic hosting on public servers

3 How do search engines treat .com versus .xyz domains regarding search rankings?

- ☐ A. They penalize .xyz domains by default
- ☐ B. They treat both as generic top-level domains (gTLDs) equally
- ☐ C. They award double indexing speed to .com domains
- ☐ D. They restrict .xyz domains from organic keyword search

4 What is a major pricing difference between premium .com and premium .xyz domains?

- ☐ A. .xyz registry fees are completely free
- ☐ B. .xyz premium names often carry high recurring annual registry renewal fees
- ☐ C. .com renewal fees change daily with market rates
- ☐ D. Premium .com domains require monthly subscription plans

5 Which extension is most recommended for establishing legacy brand authority and consumer trust?

- ☐ A. Generic .xyz extension
- ☐ B. Premium .com extension
- ☐ C. Standard .net extension
- ☐ D. Country-code .cc extension

Checkpoint 2: True or False Challenge

6 Question 6

Google Search treats .xyz and .com domains as generic top-level domains (gTLDs) for indexing.

☐

True

☐

False

7 Question 7

Every premium .xyz domain name renews at standard \$10 registrar renewal rates.

☐

True

☐

False

8 Question 8

Establishing legacy brand trust is generally easier with a .com domain than a .xyz domain.

☐

True

☐

False

9 Question 9

The .xyz top-level domain was introduced during ICANN's new gTLD expansion program.

☐

True

☐

False

10 Question 10

Startups should prioritize .xyz over .com for international corporate banking platforms.

☐

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. An experienced _____ helps corporate clients negotiate stealth .com domain acquisitions.
2. A licensed _____ account protects transaction funds during the transfer process.
3. Establishing accurate TLD _____ requires comparing market sales comps of .com and .xyz.
4. Brand managers use a _____ strategy to procure premium domains without revealing buyer identity.
5. The registrar provides an _____ to authorize transferring the domain to a new host.
6. The TLD central _____ sets registry-level premium pricing tiers for extensions.

VOCABULARY WORD BANK

BROKER
EPP CODE

ESCROW
REGISTRY

VALUATION
AUCTION

STEALTH
WHOIS

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.

1. Legacy .com

A

The premier global top-level domain extension carrying maximum authority and brand value.

2. New TLD .xyz

B

Alternative generic extension popular with Web3, tech, and creative entities.

3. Search Engine

C

System treating both .com and .xyz as gTLDs for keyword indexing and ranking.

4. Premium Renewal

D

High recurring annual registry-level fees associated with premium .xyz domain names.

5. Consumer Trust

E

Natural brand confidence and credibility built over decades of consumer familiarity with .com.

6. Web3 Adoption

F

Widespread use of .xyz domains by decentralized projects (e.g., Alphabet's abc.xyz).

7. Registry Lock

G

Security status preventing unauthorized registrar-to-registrar domain transfer requests.

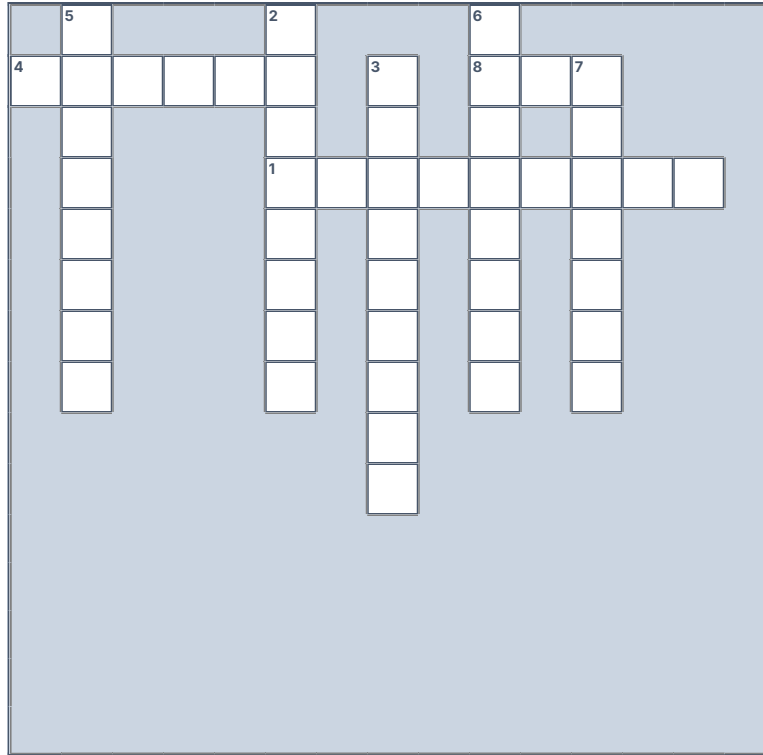
8. Market Liquidity

H

The ease of selling an asset; .com possesses the highest secondary market liquidity.

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. Commercial service negotiating high-value acquisitions for .com or .xyz extensions (9)
4. Financial safety account holding transaction funds until .xyz title is securely delivered (6)
8. Corporate identity asset centered around a generic web address like voice.com (5)

DOWN

2. The process of calculating market price based on extension popularity and trust factors (9)
3. Anonymous acquisition strategy used to secure premium .com names without price inflation (7)
5. Accredited entity (like GoDaddy or Namecheap) where users register .com and .xyz TLDs (9)
6. Authorizing passcode required to transfer .com or .xyz domains between registrars (7)
7. Public bidding market where expired or premium domain name extensions are sold (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: Commercial service negotiating high-value acquisitions for .com or .xyz extensions (9 letters):

4 Across: Financial safety account holding transaction funds until .xyz title is securely delivered (6 letters):

8 Across: Corporate identity asset centered around a generic web address like voice.com (5 letters):

DOWN CLUES

2 Down: The process of calculating market price based on extension popularity and trust factors (9 letters):

3 Down: Anonymous acquisition strategy used to secure premium .com names without price inflation (7 letters):

5 Down: Accredited entity (like GoDaddy or Namecheap) where users register .com and .xyz TLDs (9 letters):

6 Down: Authorizing passcode required to transfer .com or .xyz domains between registrars (7 letters):

7 Down: Public bidding market where expired or premium domain name extensions are sold (7 letters):

Checkpoint 6: Hidden Word Search

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

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

VOCABULARY WORD LIST

BROKERAGE
REGISTRAR

ESCROW
EPPCODE

VALUATION
AUCTION

STEALTH
BRANDING

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. BROKERAGE
- B. ESCROW
- C. VALUATION
- D. STEALTH
- E. REGISTRAR
- F. EPPCODE
- G. AUCTION
- H. BRANDING

DEFINITIONS & MATCH FIELDS

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

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 K O B E R

5. T I O N R E G I S T R A

2. C R O S E W

6. F O L I O P O R T

3. A U T I O N V A L

7. F E R S T R A N

4. T E H L A S T

8. Q U I R E A C

Checkpoint 8: Domain Brokerage Case Studies

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



CASE STUDY 1: PREMIUM .XYZ REGISTRY RENEWAL PRICING

Scenario: A tech founder acquires a premium 3-letter .xyz domain at an aftermarket platform for \$5,000. During renewal, they discover the annual renewal fee is \$3,000 instead of standard TLD renewal rates.

Discussion Question: How can domain brokers help buyers audit registry renewal structures before completing an acquisition?



CASE STUDY 2: BRAND MIGRATION FROM .XYZ TO .COM

Scenario: A successful Web3 startup launched on Pay.xyz. As they scale to consumer finance, they face phishing confusion and email delivery issues due to consumers typing Pay.com.

Discussion Question: What is the strategic path for the brand to secure their branding and consumer trust?

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

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 is the main difference between .com and .xyz?

.com is the legacy standard top-level domain carrying maximum global trust, while .xyz is a modern alternative TLD popular in tech and Web3.

Q2: Do search engines penalize .xyz domains?

No. Search engines treat .com and .xyz equally as generic top-level domains (gTLDs) for indexing and keyword ranking purposes.

Q3: Why are some .xyz domains more expensive to renew?

The .xyz registry designates specific keywords as premium, applying high recurring registry-level annual renewal fees that continue annually.

Q4: Is .com or .xyz better for email delivery?

.com has higher default trust, which reduces spam filter flags compared to newer top-level domains like .xyz.

Q5: What is generation XYZ and how does it relate to the extension?

The TLD was named after Generation XYZ to represent digital-native users, creative startups, and Web3 developers.

Checkpoint 10: Basic Domain Brokerage FAQs (Part B)

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

Q6: How do I check if a .xyz domain is premium?

Query the registrar search tool, which will display the specific annual renewal rate if the domain carries premium registry pricing.

Q7: Can anyone register a .com or .xyz domain?

Yes. Both .com and .xyz are open, unrestricted top-level domains that can be registered by any individual or entity globally.

Q8: How does Verisign relate to .com?

Verisign is the authoritative registry operator managing the technical infrastructure and database for all .com domains.

Q9: How does XYZ.com LLC relate to .xyz?

XYZ.com LLC is the registry operator managing the technical and administrative database for the .xyz TLD.

Q10: Which extension is best for international corporate banking?

.com is highly recommended for banking and enterprise systems due to universal consumer trust and security familiarity.

Checkpoint 11: Advanced Domain Valuation FAQs (Part A)

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

Q1: How does .com TLD status impact corporate fundraising?

Owning the exact-match .com domain conveys instant market authority, brand security, and long-term asset value to institutional venture capital investors.

Q2: Can I transfer a .xyz domain to any registrar?

Yes. .xyz is an open gTLD and can be transferred to any ICANN-accredited registrar utilizing standard EPP authorization code verification.

Q3: How do brokers negotiate premium .xyz registry pricing?

Brokers verify the registry contracts, audit recurring fee tiers, and negotiate voluntary aftermarket sales through secure escrow systems.

Q4: What is the secondary market liquidity difference between .com and .xyz?

.com domains possess the highest aftermarket resale liquidity, while .xyz domains have lower demand outside specific tech niches.

Q5: How do corporate registries manage premium .xyz renewal contracts?

Registries apply tiered registry-level pricing that remains attached to the domain asset across subsequent registrar transfers.

Checkpoint 11: Advanced Domain Valuation FAQs (Part B)

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

Q6: How do browser security settings treat new gTLDs like .xyz?

Modern browsers treat all gTLDs equally, but security filters may flag new domains with high global registrar spam rates.

Q7: What is the registry-lock mechanism for .xyz domains?

A registry lock prevents database-level modifications, requiring manual out-of-band authorization from the registry operator to unlock.

Q8: How do trademark owners handle .xyz squatter disputes?

Trademark owners file UDRP complaints to seize .xyz domains registered in bad faith that infringe on pre-existing marks.

Q9: How do brokers conduct chain-of-title audits for older .xyz domains?

Brokers audit historical WHOIS records, registrar account logs, and bankruptcy filings to ensure the title carries no liens.

Q10: What post-acquisition DNS steps secure newly transferred TLDs?

Configure redundant DNS Anycast servers, implement DNSSEC cryptographic keys, and apply registry locks on the domain records.

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

The .com top-level domain represents over 50% of all registered domain names worldwide.

2. DOMAIN INSIGHT

The .xyz domain extension was launched in 2014 under ICANN's new gTLD expansion program.

3. DOMAIN INSIGHT

Google's parent company Alphabet famously uses abc.xyz for its primary corporate web portal.

4. DOMAIN INSIGHT

Search engines treat .com and .xyz domains identically regarding search engine optimization guidelines.

5. DOMAIN INSIGHT

Premium .xyz domains frequently carry high recurring registry-level annual renewal fees.

6. DOMAIN INSIGHT

Startups migrating to exact-match .com domains report increases in direct traffic and email delivery rates.

7. DOMAIN INSIGHT

EPP authorization keys are mandatory for authenticating both .com and .xyz registrar transfers.

8. DOMAIN INSIGHT

Secondary market transaction values for premium .com domains remain significantly higher than .xyz.

9. DOMAIN INSIGHT

Registry transfer locks protect both .com and .xyz domains from unauthorized relocation.

10. DOMAIN INSIGHT

Licensed escrow services hold transaction capital safely until ownership transfers are verified by the registry.

Technical References & Sources

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

SCHOLARLY & INDUSTRY REFERENCES

- [1] ICANN. (2024). Policy on Transfer of Registrations Between Registrars. Retrieved from <https://www.icann.org/resources/pages/transfer-policy-2016-06-01-en>
- [2] WIPO Arbitration and Mediation Center. (2024). World Intellectual Property Organization Domain Name Dispute Resolution. Retrieved from <https://www.wipo.int/amc/en/domains/rules/>
- [3] WIPO. (2025). Guide to the Uniform Domain Name Dispute Resolution Policy (UDRP). Retrieved from <https://www.wipo.int/portal/en/index.html>
- [4] IETF. (2022). RFC 5730: Extensible Provisioning Protocol (EPP) Specification. Retrieved from <https://datatracker.ietf.org/doc/rfc5730/>
- [5] IETF. (2022). RFC 5731: Extensible Provisioning Protocol (EPP) Domain Name Mapping. Retrieved from <https://datatracker.ietf.org/doc/rfc5731/>
- [6] IETF. (2021). RFC 3986: Uniform Resource Identifier (URI): Generic Syntax. Retrieved from <https://datatracker.ietf.org/doc/rfc3986/>
- [7] Escrow.com. (2025). Secured Financial Holding and Domain Transfer Protocol. Retrieved from <https://www.escrow.com>
- [8] Center for Internet Security (CIS). (2024). Standard Controls for Secure Domain and Asset Management. Retrieved from <https://www.cisecurity.org/controls/cis-controls-list>
- [9] NIST. (2023). Special Publication 800-63: Digital Identity and Asset Management Guidelines. Retrieved from <https://csrc.nist.gov/publications/detail/sp/800-63/3/final>
- [10] OWASP. (2025). Application Security Verification Standard (ASVS): Secure Configuration. Retrieved from <https://owasp.org/www-project-application-security-verification-standard/>

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: B

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

A 1. Legacy .com

B 2. New TLD .xyz

C 3. Search Engine

D 4. Premium Renewal

E 5. Consumer Trust

F 6. Web3 Adoption

G 7. Registry Lock

H 8. Market Liquidity

1 BROKER

2 ESCROW

3 VALUATION

4 STEALTH

5 EPP CODE

6 REGISTRY

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

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

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 K O B E R

BROKER

5. T I O N R E G I S T R A

REGISTRATION

2. C R O S E W

ESCROW

6. F O L I O P O R T

PORTFOLIO

3. A U T I O N V A L

VALUATION

7. F E R S T R A N

TRANSFER

4. T E H L A S T

STEALTH

8. Q U I R E A C

ACQUIRE

SECRET CIPHER CHALLENGE KEY

"ACQUIRE YOUR COM DOMAIN FOR MAXIMUM TRUST"

Domain Brokerage Case Studies Solution Key

A Case Study 1: Premium .XYZ Registry Renewal Pricing

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** A tech founder acquires a premium 3-letter .xyz domain at an aftermarket platform for \$5,000. During renewal, they discover the annual renewal fee is \$3,000 instead of standard TLD renewal rates.
- **Recommended Strategy & Solution:** A professional domain broker conducts registry fee verification. Many registries designate specific keyword terms as premium, carrying high recurring renewal fees. Appraising the total cost of ownership protects buyers from annual fee surprises.

B Case Study 2: Brand Migration from .XYZ to .COM

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** A successful Web3 startup launched on Pay.xyz. As they scale to consumer finance, they face phishing confusion and email delivery issues due to consumers typing Pay.com.
- **Recommended Strategy & Solution:** The startup must execute a stealth acquisition of Pay.com. A domain broker anonymously negotiates the purchase, structures secure escrow transfer, and redirects the legacy traffic, preventing loss of customers and securing trust.