

Name: _____

Date: _____

Score: _____

Selling Premium Domain Names for Maximum Value

Domain brokerage representation, sell-side valuations, targeted buyer outreach, escrow transactions

SELLING PREMIUM DOMAINS 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 process of selling premium domain names. You will explore valuation criteria, targeted buyer outreach, seller confidentiality, and escrow closing protocols.

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/sell-premium-domain/>

Your Premium Domain Sales Learning Roadmap

- Appraise premium domain names based on search volume, comparables, and CPC metrics.
- Identify potential corporate end-user buyers through targeted market mapping.
- Enforce strict seller stealth to protect negotiating leverage and prevent lowball bids.
- Utilize regulated escrow accounts to verify buyer payments before initiating transfers.
- Formulate tax-efficient asset sale structures under capital gains guidelines.

PREMIUM DOMAIN SALES 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 selling premium domains.

SELLING PREMIUM DOMAINS (INTRODUCTION)

Selling high-value brand assets requires structured outreach, accurate appraisal benchmarks, and seller confidentiality. Utilizing a representative broker protects negotiating leverage, screens real corporate buyers, and handles secure transaction escrows.

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

Checkpoint 1: Multiple Choice Challenge

1 What is the primary driver of a domain's retail price?

- ☐ A. End-user demand and brand commercial intent
- ☐ B. The number of registered subdomains
- ☐ C. The physical location of the hosting server
- ☐ D. The registrar annual renewal fees

2 How do sell-side brokers protect seller negotiating power?

- ☐ A. By conducting anonymous target buyer outreach
- ☐ B. By publicizing the seller's business details
- ☐ C. By lowering asking prices without authorization
- ☐ D. By bypassing third-party escrow systems

3 Which sales channel is safest for high-value domain deals?

- ☐ A. Regulated third-party escrow services
- ☐ B. Direct wire transfer before domain handover
- ☐ C. Instant domain push without verified funds
- ☐ D. Cryptographic key exchange via email

4 What risk do sellers face by revealing motivation?

- ☐ A. Buyers will exploit urgency to lower bids
- ☐ B. The domain registrar will block renewals
- ☐ C. Search engines will decrease domain rankings
- ☐ D. DNS propagation times will increase

5 Which IRS classification applies to domain sales gains?

- ☐ A. Capital gains tax treatment
- ☐ B. standard sales tax exemption
- ☐ C. Intellectual property tariff
- ☐ D. Value-added service charge

Checkpoint 2: True or False Challenge

6 Question tf1

Unsolicited inbound domain offers typically start at peak market value.

☐ True ☐ False

7 Question tf2

Licensed escrow services protect sellers by verifying buyer funds clear first.

☐ True ☐ False

8 Question tf3

Domains held longer than 12 months generally qualify for long-term capital gains.

☐ True ☐ False

9 Question tf4

Sellers must transfer their domains to the broker's registrar before listing.

☐ True ☐ False

10 Question tf5

A single-word .com domain holds Scarcity value that command premiums.

☐ 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. Sellers obtain a professional _____ report to justify domain asking prices.
2. A broker runs controlled _____ campaigns to target brand buyers.
3. Maintaining seller _____ confidentiality prevents lowball bids.
4. Funds are deposited into a licensed _____ account before transfer.
5. Brokers deduct a percentage-based _____ upon successful closing.
6. Optimizing a corporate domain _____ funds category-killer acquisitions.

VOCABULARY WORD BANK

VALUATION
COMMISSION

OUTREACH
PORTFOLIO

STEALTH
LIQUIDITY

ESCROW
APPRAISAL

Write your answers here:

1.

2.

3.

4.

5.

6.

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. Domain Appraisal

A

Objective assessment of a domain name's commercial value.

2. Target Outreach

B

Programmatic identification and contact of potential corporate acquirers.

3. Seller Stealth

C

Concealing the seller's corporate identity during negotiations.

4. Escrow Holding

D

Regulated safety system keeping buyer funds secure during transfer.

5. Closing Commission

E

Broker's fee deducted from the final sale price at closing.

6. Portfolio Clean

F

Selling underperforming domain assets to invest in premium ones.

7. Comparable Sales

G

Historical transaction data of similar TLD sales used as benchmarks.

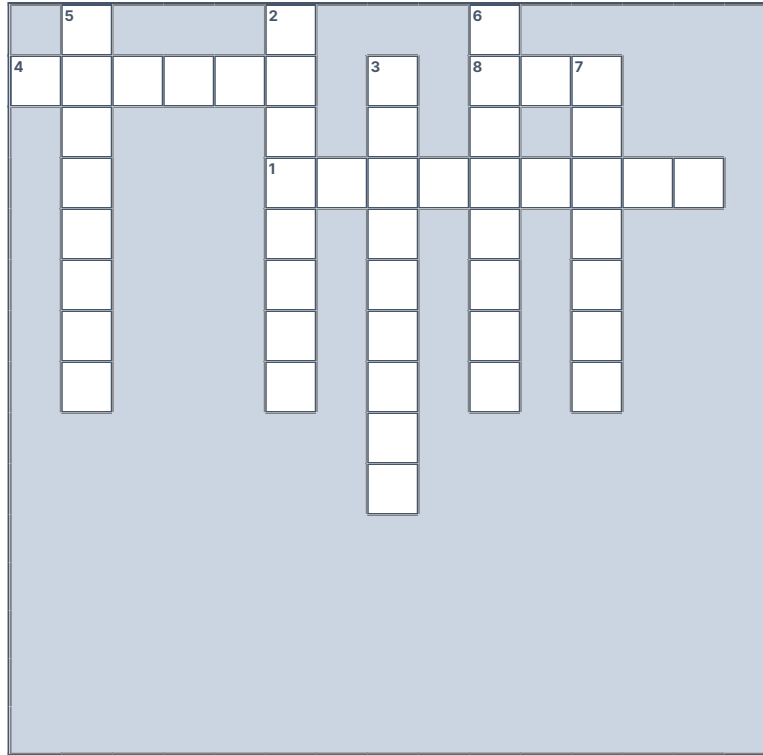
8. Capital Gains

H

Tax treatment applied by the IRS to high-value domain transactions.

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. Intermediary managing premium domain negotiations on behalf of sellers. (6 letters) (6)
4. The rate at which domain assets can be sold for cash. (9 letters) (9)
8. Targeted outreach to locate corporate end-user buyers. (8 letters) (8)

DOWN

2. To estimate the financial worth of a premium domain name. (8 letters) (8)
3. Percentage fee paid to a broker upon closing a transaction. (10 letters) (10)
5. Licensed third-party account holding payment until transfer verification. (6 letters) (6)
6. NDA-backed transaction shielding the seller's corporate identity. (7 letters) (7)
7. Centralized collection of domain assets held by an enterprise. (9 letters) (9)

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: Intermediary managing premium domain negotiations on behalf of sellers. (6 letters) (6 letters):

4 Across: The rate at which domain assets can be sold for cash. (9 letters) (9 letters):

8 Across: Targeted outreach to locate corporate end-user buyers. (8 letters) (8 letters):

DOWN CLUES

2 Down: To estimate the financial worth of a premium domain name. (8 letters) (8 letters):

3 Down: Percentage fee paid to a broker upon closing a transaction. (10 letters) (10 letters):

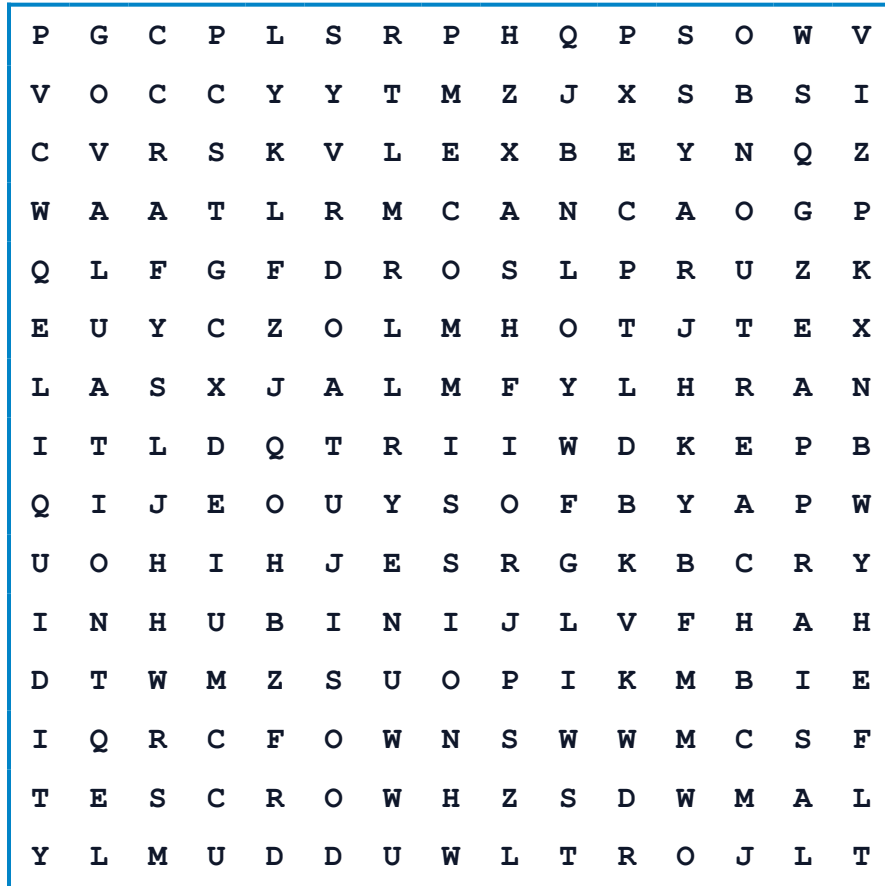
5 Down: Licensed third-party account holding payment until transfer verification. (6 letters) (6 letters):

6 Down: NDA-backed transaction shielding the seller's corporate identity. (7 letters) (7 letters):

7 Down: Centralized collection of domain assets held by an enterprise. (9 letters) (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.



VOCABULARY WORD LIST

VALUATION
COMMISSION

OUTREACH
PORTFOLIO

STEALTH
LIQUIDITY

ESCROW
APPRAISAL

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. VALUATION
- B. OUTREACH
- C. STEALTH
- D. ESCROW
- E. COMMISSION
- F. PORTFOLIO
- G. LIQUIDITY
- H. APPRAISAL

DEFINITIONS & MATCH FIELDS

- 1. Structured financial estimation of a domain name's market value.
- 2. Programmatic outreach to identify and contact target corporate buyers.
- 3. NDA-backed strategy concealing seller identity during negotiations.
- 4. Licensed third-party account holding payment secure during transfer.
- 5. Percentage-based broker fee deducted from proceeds upon successful close.
- 6. Centralized collection of domain assets held by an enterprise.
- 7. The relative ease and speed of selling a domain for cash on secondary markets.
- 8. Professional appraisal of a domain's worth based on market benchmarks.

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. T I O N U A L A V

5. S I O N M I S C O M

2. H C E A R T O U

6. F O L I O P O R T

3. L A T H E S T

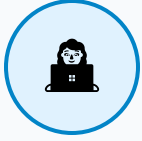
7. T Y I D I U Q I L

4. W O R C S E

8. P A R A I S P A L

Checkpoint 8: Domain Brokerage Case Studies

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



CASE STUDY 1: UNSOLICITED OFFER ASSESSMENT

Scenario: An executive receives an unsolicited inbound email offer of \$15,000 for their premium category domain name. The domain has short keyword branding and gets organic type-in traffic.

Discussion Question: Analyze why accepting this offer directly is risky, and explain how a broker's valuation and outreach can optimize the outcome.



CASE STUDY 2: SELLER IDENTITY PROTECTION

Scenario: A corporate entity plans to sell a premium legacy domain that is currently redirected to their main brand website.

Discussion Question: Explain the strategic risks of listing the domain publicly with their corporate email, and describe how a broker enforces seller stealth throughout the sales pipeline.

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

13	1	24	9	13	9	26	5	16	18	5	13	9	21	13
1	19	19	5	20	22	1	12	21	5	23	9	20	8	
5	24	16	5	18	20	2	18	15	11	5	18	1	7	5

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: How is a premium domain's market value determined?

Value is based on name length, keyword popularity, comparable sales, TLD extension (.com commands the highest premium), organic traffic, and CPC commercial intent.

Q2: Does VPN.com charge upfront listing fees?

No, VPN.com charges zero upfront fees for sell-side representation. We earn a percentage commission only when your domain successfully sells.

Q3: What is the typical commission for domain sales?

Standard brokerage commission is 15%. This rate may be adjusted for high-value domains exceeding \$500,000.

Q4: Can I sell my domain anonymously?

Yes. Keeping the seller identity confidential prevents buyers from leveraging corporate finances to lowball bids.

Q5: How long does it take to sell a premium domain?

Most premium sales close within 30 to 90 days, depending on pricing accuracy and buyer outreach cycles.

Checkpoint 10: Basic Domain Brokerage FAQs (Part B)

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

Q6: Do I need to transfer my domain to listing platforms?

No. You retain full ownership and control of your domain name at your current registrar during the brokerage process.

Q7: What types of domain extensions do you sell?

We focus primarily on premium .com domains, but also represent high-value ccTLDs (like .ai) and generic category-killer extensions.

Q8: What happens if a broker cannot find a buyer?

If no deal is closed, the brokerage agreement expires and you owe nothing. There are no penalty or cancellation fees.

Q9: How do I transfer my domain once a sale is agreed?

Your broker coordinates the transfer, directing you to share the EPP authorization passcode or push the domain via your registrar's portal.

Q10: Are transaction funds guaranteed?

Yes. All deals close through a licensed escrow service, ensuring buyer funds clear 100% before the domain is transferred.

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 IRS tax law treat premium domain sales?

The IRS treats domain sales as capital gains. If held longer than 12 months, the sale qualifies for long-term capital gains tax rates.

Q2: How does a broker identify potential corporate buyers?

We map the competitor landscape, review trademark filings, analyze VC funding databases, and pitch directly to brand acquisition executives.

Q3: What is the difference between wholesale and retail value?

Wholesale value is the price a domain commands in investor liquid auctions. Retail value is what an end-user corporation pays to secure the brand asset.

Q4: Can I accept an offer but keep the domain index history?

No. A domain sale transfers full registration title. Rebranding migrations require routing historical link equity via 301 redirects.

Q5: Why is direct seller outreach less effective than using a broker?

Cold corporate outreach receives response rates under 5% due to spam filters and trust issues. Known brokers bypass these barriers easily.

Checkpoint 11: Advanced Domain Valuation FAQs (Part B)

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

Q6: What is the role of an NDA in sell-side brokerage?

A Non-Disclosure Agreement prevents brokers and buyers from leaking the domain sale pricing, protecting the seller's market reputation.

Q7: How does registrar lock prevent unauthorized domain theft?

A registry lock prevents domain hijacking by requiring multi-factor out-of-band authentication before nameservers can be updated.

Q8: Can a domain trademark owner hijack my premium domain?

Only if registered in bad faith to exploit their trademark. Generic dictionary terms are protected under ICANN's UDRP guidelines.

Q9: How do CPC metrics influence domain value appraisals?

High CPC keywords indicate strong advertiser competition, showing that organic traffic arriving at the domain carries high commercial value.

Q10: When should I consider a lease-to-own sales structure?

Lease-to-own models expand the buyer pool by allowing startups to pay for premium domains over 12-60 months while paying lease premiums.

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

VPN.com has facilitated and advised on over \$75M in total transaction volume for premium digital assets.

2. DOMAIN INSIGHT

Generic single-word .com domain names account for more than 70% of all million-dollar domain transactions recorded publicly.

3. DOMAIN INSIGHT

The IRS generally classifies domains as capital assets, meaning long-term holdings qualify for capital gains tax treatment.

4. DOMAIN INSIGHT

Cold sales outreach from personal email addresses gets deleted or flagged as spam in 95% of corporate inbox cases.

5. DOMAIN INSIGHT

Licensed escrow providers hold transaction capital in secure accounts to prevent wire fraud and domain hijacking.

6. DOMAIN INSIGHT

Short two-letter and three-letter .com extensions carry absolute brand scarcity, driving baseline valuations past six figures.

7. DOMAIN INSIGHT

Average domain brokerage outreach campaigns target between 10 and 50 qualified corporate end-users per listing.

8. DOMAIN INSIGHT

Using an anonymous broker keeps the seller's corporate identity private, preventing buyers from checking funding size.

9. DOMAIN INSIGHT

A 301 redirect map transfers up to 99% of a domain name's search ranking authority to a new rebranded destination URL.

10. DOMAIN INSIGHT

ICANN's Uniform Domain-Name Dispute-Resolution Policy (UDRP) resolves administrative trademark disputes without court lawsuits.

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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- [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/>
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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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- [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: A

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: A

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: A

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: A

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: False

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: True

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: False

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: True

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. Domain Appraisal

B 2. Target Outreach

C 3. Seller Stealth

D 4. Escrow Holding

E 5. Closing Commission

F 6. Portfolio Clean

G 7. Comparable Sales

H 8. Capital Gains

CHECKPOINT 3: KEY TERM KEY

1 VALUATION

2 OUTREACH

3 STEALTH

4 ESCROW

5 COMMISSION

6 PORTFOLIO

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:

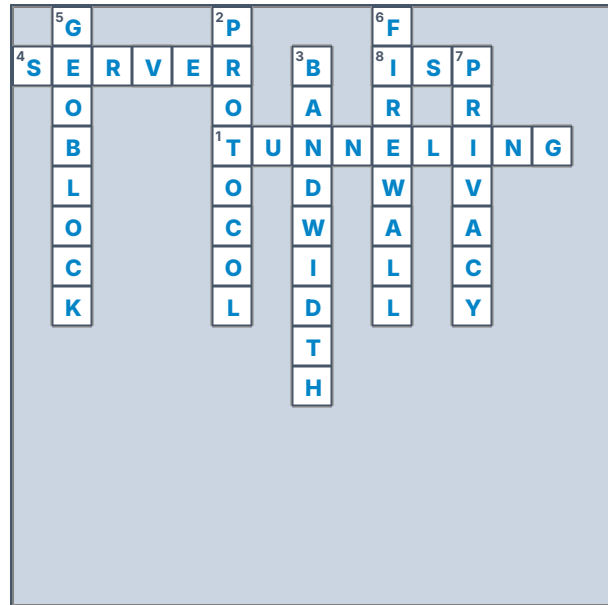
Highlight the role of NDAs and third-party representation in preventing speculative price gouging during corporate procurement.

Puzzles Keys & Instructor Notes

WORD SEARCH SOLUTION

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

CROSSWORD SOLUTION



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. T I O N U A L A V

VALUATION

5. S I O N M I S C O M

COMMISSION

2. H C E A R T O U

OUTREACH

6. F O L I O P O R T

PORTFOLIO

3. L A T H E S T

STEALTH

7. T Y I D I U Q I L

LIQUIDITY

4. W O R C S E

ESCROW

8. P A R A I S P A L

APPRAISAL

SECRET CIPHER CHALLENGE KEY

**"MAXIMIZE PREMIUM ASSET VALUE WITH EXPERT
BROKERAGE"**

Domain Brokerage Case Studies Solution Key

A Case Study 1: Unsolicited Offer Assessment

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** An executive receives an unsolicited inbound email offer of \$15,000 for their premium category domain name. The domain has short keyword branding and gets organic type-in traffic.
- **Recommended Strategy & Solution:** Risks of Direct Acceptance: Inbound buyers always start with a low anchor, typically 10-30% of fair value. By responding directly, the seller signals lack of market sophistication. Broker Value: The broker establishes a formal valuation based on comparable sales, keeps the seller anonymous, and creates competitive tension by pitching the domain to alternative end-users, driving the price up to fair value.

B Case Study 2: Seller Identity Protection

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** A corporate entity plans to sell a premium legacy domain that is currently redirected to their main brand website.
- **Recommended Strategy & Solution:** Public Listing Risks: Publicly associating the corporate brand with the sale invites competitors to register similar domains, spooks customers about brand changes, and allows buyers to look up corporate funding to squeeze leverage. Broker Stealth: The broker conducts outreach under their own brand, routes communications privately, and only discloses the seller's name during closing escrow paperwork.