

Certified Appraisal Number 2020/07/01

Appraisal of domain name: HeatWater
Performed by master appraiser brandsenterprise.com
Industry focus of name: general

Category	Rating (1-5)	Explanation
Descriptiveness	5	Ability to be associated with content.
Length characters	4	Length in terms of characters
Length words	4	Length in terms of words or partial words in the name.
Spoken Test	5	Likelihood that name will be spelled properly after being heard.
Breadth of Applicability	5	Is the name generic - e.g. can it be applied to a variety of institutions individuals and businesses?
Dot-Value	.com	What is the extension: .com .net .org .cc?
Hyphenation	5	Does the name contain hyphens?
Abbreviation	5	Is anything abbreviated such as eName.com?

Appraised value: \$3810

Appraiser's Comments: