

**Certified Appraisal Number 2020/07/01**

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

Category	Rating (1-5)	Explanation
Descriptiveness	3.55	Ability to be associated with content.
Length characters	4	Length in terms of characters
Length words	5	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	3.55	Is the name generic - e.g. can it be applied to a variety of institutions individuals and businesses?
Dot-Value	.cc	What is the extension: .com .net .org .cc?
Hyphenation	5	Does the name contain hyphens?
Abbreviation	4	Is anything abbreviated such as eName.com?

**Appraised value: \$13114**

**Appraiser's Comments:**