

Certified Appraisal Number 2020/07/26

**Appraisal of domain name: shortenup
Performed by master appraiser brandreport.co
Industry focus of name: general**

Category	Rating (1-5)	Explanation
Descriptiveness	3.15	Ability to be associated with content.
Length characters	4	Length in terms of characters
Length words	3	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	3.15	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	4	Is anything abbreviated such as eName.com?

Appraised value: \$491

Appraiser's Comments: