

DOMAIN **OPTIONS**

Domain Management Update




Structured Status Overview

Prepared by Domain Options

Executive Summary

This report offers a structured overview of our ongoing domain management efforts. Over the past several months, we have made measurable progress in organizing, securing, and monetizing the portfolio to align with long-term business objectives.

To ensure clarity and transparency, all initiatives have been categorized into three phases:

1.  **Completed**
2.  **In Progress**
3.  **Pending**

This framework provides a clear view of project momentum and priorities. Notable milestones include the renewal and security reinforcement of mission-critical domains, near-completion of registrar consolidation, and the launch of core systems to enable scalable operations.

This update is designed to inform leadership review and guide next steps for maximum strategic impact.



Completed



Completed Highlights – Phase 1 Initiatives

- **Branded Non-Renew Domains – (\$32,688)**
 - Strategic clean-up of branded domains, optimizing value and clarity.
- **General Non-Renew Domains – (\$77,687)**
 - Targeted removals complete—streamlining the portfolio for efficiency.
- **Domain Management Software Implementation**
 - Core platform live; further enhancements underway to improve automation and visibility.
- **WHOIS Data Compliance**
 - All domain records updated and compliant with current **ICANN standards**.



Completed

Portfolio Structuring & Monetization

- **Business Unit Mapping Complete**
 - All domains organized by unit, with:
 -  All emails routing to a centralized admin account
 -  Unique phone numbers linked to a single voicemail with real-time email alerts
- **Mission-Critical Domains**
 - Long-term renewals secured and enhanced with additional security layers.
- **Monetization in Progress**
 - 500 Non-Renew Domains listed on GoDaddy
 - 4,923 Non-Renew Domains listed on Saw.com



In Progress

Strategic Progress – In Progress Milestones

- **V2 Non-Renew Domains (\$43,418.77)**
 - Ready for review — positioned to drive the next phase of cost optimization.
- **Registrar Consolidation – 90% Complete**
 - Streamlining nearly finalized, with projected savings of \$10,000+ per year.
- **Domain-to-Company Assignments & WHOIS Updates – 50% Complete**
 - Improving portfolio transparency and regulatory alignment across all holdings.
- **Website Development for Domain Companies – 20% Complete**
 - Foundation being built for future brand visibility and monetization pathways.






Pending

Emerging Initiatives & Strategic Next Steps

- **Identification of Internal White-Label Domains**
 - Actively assessing domains with white-label potential to expand internal brand footprint.
- **Engagement with External Research Partners**
 - Partnering with expert firms for market and portfolio benchmarking to sharpen renewal strategy.
- **301 Redirect / Park / Build Strategy**
 - Strategic redirection and development planning underway for underutilized domains.
- **Automated Monthly Reporting**
 - Comprehensive reporting system in progress for real-time insights:
 -  **Renewals** – Visibility into upcoming and completed actions
 -  **Non-Renewals** – Transparent justification and timing
 -  **New Acquisitions** – Portfolio growth tracking and integration

Conclusion

Summary & Forward Outlook

-  **Major milestones completed ahead of schedule,** demonstrating strong execution and momentum
-  **Registrar migration is nearing full completion,** unlocking future cost and efficiency gains
-  **Next priorities are clearly defined:**
 - Completing domain-to-company assignments
 - Launching websites for strategic domain groups
 - Activating monetization across the broader portfolio

