# DOMACOPTIONS

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.

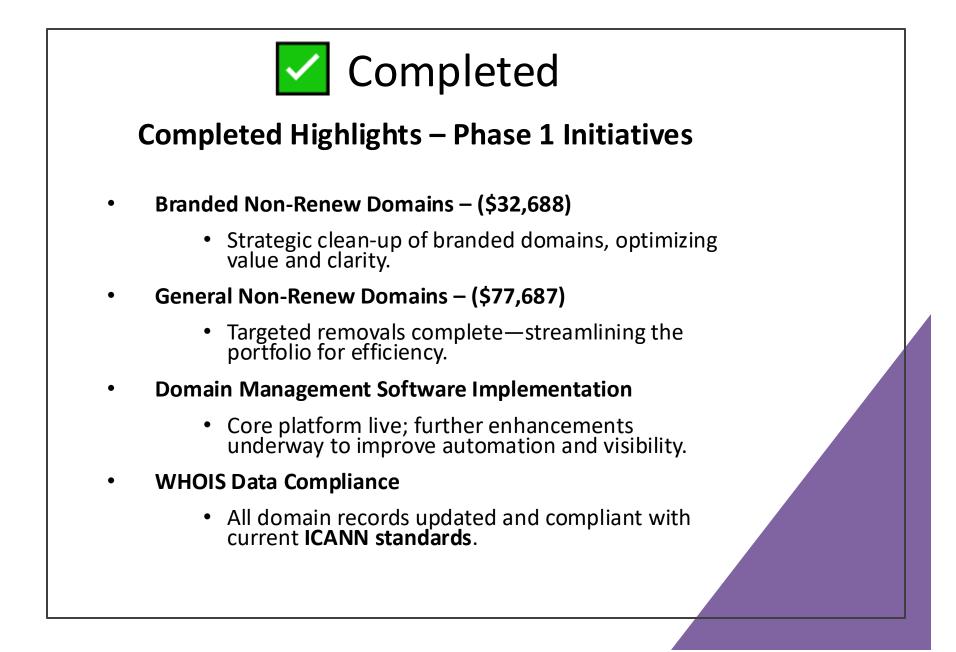
To ensure clarity and transparency, all initiatives have been categorized into three phases:



3. 🕒 Pending

This framework provides a clear view of project momentum and priorities. Notable milestones include the renewal and security reinforcement of missioncritical 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.





#### **Portfolio Structuring & Monetization**

- Business Unit Mapping Complete
  - All domains organized by unit, with:
    - 🐼 All emails routing to a centralized admin account
    - Inique 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



- Ready for review positioned to drive the next phase of cost optimization.
- Ø 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.



#### **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
- Ø Next priorities are clearly defined:
  - Completing domain-to-company assignments
  - Launching websites for strategic domain groups
  - Activating monetization across the broader portfolio

