Sedo Case Study

GIVE.COM PREMIUM DOMAIN NAME BOUGHT FOR A GOOD CAUSE

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Great domain names are invaluable in branding and messaging for a company and its services. This also includes charitable organizations. The purchase of the premium domain name Give.com shows the versatility of a generic term and proves how this type of domain can also be used to broadcast an important idea.

Brent Oxley, a thriving entrepreneur who successfully started his first company from his college dorm room recently purchased Give.com using Sedo’s Brokerage Services. Brent has plans to utilize this website to launch a charity with no overhead management fees and 100% transparency. To ensure that the organization reaches the right people to gain for their cause, it was crucial to find the right domain name. With his choice of the premium domain, Give.com, Brent goes onto explain why the domain was worth spending $500,000.

This charitable organization will create a bond between those being helped and those donating. “Give.com’s focus will be on providing water wells, food, education, and medical assistance to individuals located in Third World countries,” says Oxley. “This purchase is not for investment purposes or personal financial gain. In fact, it’s the exact opposite as I want to aid those in need by creating a platform for others to donate time and charitable contributions.”

Donors will receive videos, pictures, and thank you letters in the mail from the very people that they have helped. The socializing between donor and recipients creates the potential for the charity to go viral. In Brent’s eyes it could quickly become one of the largest charities in the world.

Brent previously owned and sold a large company called Hostgator and is fortunate enough to have financial means to personally cover up to $30 million of the marketing and administrative costs to launch his charity using Give.com as its main landing page.

“Give.com is the ultimate name for a charity, and had we not acted fast on the advice of our Sedo broker, we could have missed out on this effective branding for our cause. The domain projects exactly what we intend to do which is to positively impact more lives than all other charities combined, and I can’t imagine this being possible without a name as powerful and universal as Give.com.”

Mr. Oxley has his sights on going live with Give.com launching the charitable organization in the near future.

The execution of this sale demonstrates how Sedo seamlessly and successfully facilitates connections between buyers and sellers. With our experienced award-winning brokers and user-friendly online marketplace, Sedo is a one-stop shop domain solution provider. We have best in domains resulting in online success all within your marketing budget.

To create the most engaging internet presence for your business or online platform from the beginning like Brent, you must first invest in a high quality domain name. For information on our domain brokerage services please click here.
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