GIVE.COM PREMIUM DOMAIN NAME BOUGHT FOR A GOOD CAUSE

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SHARING BIG IDEAS

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.

"The problem with the majority of charities is that you have no idea how the money is spent, or if you are even helping anyone at all! I believe Americans want to give and do more to help others, but we're tired of seeing our donations used for high salaries, private jets, and other luxurious administrative costs", states Oxley.

Brent's business plan places an emphasis on responsible spending and transparency. "There's literally tens of thousands of charities out there all competing for your money. But most are using donations for their own overhead costs with only cents on the dollar going to actually assisting anyone beside themselves," says Oxley.

Give.com's overhead costs will be fronted by Brent himself instead of using donation money. In order for this venture to work it will have to be run in a lean fashion utilizing the seed money efficiently. **Securing the name Give.com was crucial because this provides instant trustworthiness, recognition, and branding that would otherwise necessitate large spending on awareness and promotional activities.**

A charity can be established with any domain name, but few that are as scalable and memorable as the name Give.com. "We simply cannot afford to sound like an inexperienced startup and with the Give.com name, we won't," exclaimed Oxley.

Brent feels that domains are instrumental for driving the success of a business because in this day and age instant gratification is expected, and the internet is one of the few mediums that can readily provide this. "Just ask yourself, 'When was the last time you looked up a business in a phone book?' Domain names are the phone book listings of the 21st century," said Oxley.

In Brent's view, Give.com could quickly become a household name by revolutionizing how people around the world are helped by giving more visibility to those in need. He is building this charity from the ground up and developing it completely around the Give.com name.

This was not Brent's first successful encounter with Sedo, "I've had the pleasure of working with Sedo numerous times over the years. I first found about Sedo over a decade ago from a friend who happens to be a domain investor. He referred me to Sedo saying it was one of the biggest and the best, and so far he's been right," said Oxley.

Brent actually purchased this name ahead of schedule and didn't have plans to start searching for a domain name for at least another year. However, when Sedo shared the availability of Give.com, he couldn't pass up what he felt was a once in a lifetime opportunity.

Our brokerage services have a proven track record of advising and consulting with new business owners and established companies venturing into new projects alike. Sedo brokers apply an individualized approach like in the case of Give.com to find domains that best suit our clients' needs.

"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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