

On today's Domain Sherpa Review, we bring in Joe Uddeme, Shane Cultra and Drew Rosener. We discuss our usual panelist topics, but we also have an in depth conversation at the end about the COVID 19 virus, questions about global economy, managing your business. Um, some really fantastic insights, whether you're concerned about the virus or not. There are still some great business insights for you. Enjoy the show and stay healthy.

[inaudible]

Hey, Sherpa Network! I'm Tess Diaz, Executive Producer of DomainSherpa.com, and today we have a great lineup. We're doing a Domain Sherpa review where we get into the minds of successful domain name investors using real examples so we can learn strategies and tactics to become better investors ourselves. We have our usual three segments to the review. However, we were already discussing COVID 19 and everyone's concerns about its impact on the global economy. So I'm sure that will come up too. I would like to introduce you to a Sherpa you've all met long, long ago in 2010. Shane Cultra at age 40. Hi Shane. How you doing?

The hat takes off 10 years, [inaudible]. You look young. You got a little sun. That's the other thing I noticed is you get just a tiny bit of color to your skin and people say, man, healthy. All it is. It's just totally been a sign. Well, yeah. Vitamin D, vitamin D,

powerful stuff,

and I'm running like, I don't, I am running like I'm 40 I hired a coach to, no, you get caught in your way so you get a third party in there. It's got me doing all these workouts and Hawaii. I went to Austin and ran with some friends and just man feeling good. I, you know, again, we're talking about all this Corona stuff and meanwhile I feel the best I've ever felt. It's going to be a shame to lose it all. Huh?

I agree. I'm actually, I feel like I'm in the best shape I've been in years. Yeah.

Yeah. Here's why Shane Cultra is running the best you've ever had. Died. A woo ha like a freight train

because he picks his nose. Who knew?

Yeah. Wow. I'm revealing everything today. Yo. [inaudible] how you been Joe? What's happening? It's been a minute since you've been on.

Oh yeah. Hey guys, how are you? Great to be back. Uh, happy to be with everybody and uh, yeah, just trying to navigate the Corona, uh, but all good on this side. So happy. Happy to be here.

Good. Well thank you for coming. Taking time out from the [inaudible] to hang with us and Drew Rosener of media options. Hello.

Hello. How are you?

Good. You do look really healthy today. Late at night for you. [inaudible] secret

2000 milligrams of vitamin C every hour. Little vitamin D, little zinc, the magnesium little exercise. No, a little sweet. Lots of water.

And then drew holds out that he's about 10 steps away from the most beautiful spa inside his home on our, or whatever you call it.

Yeah, we're done. I'm putting it in I just 45 minutes. You're in that in the steam room or in the infrared. A full spectrum sauna. Uh, you know, you listed all the evil spirits out in all the evil spirits out

live and good. Well, Sherpas. Welcome. So let's do this first segment of the review. What's new sherbets where the Sherpa's share one purchase or sale? They've made over the last few weeks and we get to learn what they paid or received for the domain, why they thought it was a good deal and how the negotiations progressed. So member no price, no hints, no nothing. Joe, you are up first. Okay.

Let's say by request that came in for a client. The domain is all hands.com a L L H a N D s.com.

I like it. That's a good one.

[inaudible] I like it for me. You go first. Okay. Um, so I, I love the name all hands.com is great. Hey, uh, like all hands on deck. Mmm. Uh, I would actually, the first thing that personally came to mind is that it would sell to on deck. Mmm. Well, I don't know if it did or not. We used to work with them back in the day, but um, uh, all hanes.com I'm going to say, you know, it's one of those names. It probably punches above its weight. I think it's [inaudible]. I'm going to say \$35,000. I would have normally said, you know, 10 to 15, maybe 20. Uh, but I, but I, I, I think it's, you know, it's one of those days, it's like you going to go in there and either the owner knows it's a really cool name, it can punch above its weight and, and it's one of those rare sort of phrase names, I think good in the right, you know, it's the right buyer at the right time could be worth 75 a hundred grand. Um, but I think to the average person, you're going to all hanes.com podcast 1520 grand max. Mmm. You know, sort of in that bucket of 10 to 25 hours. Sorry for those types of things. Uh, but I, I like this one, so I'm going to, I'm going to say 30.

Okay. Shane, even though you have 10 years less experience than last week because in 2010 could you give us any pricing evaluation?

All right. I agree with drew, but I do think they came to Joe because Joe could come in there and work a deal. That's why they hired him. So I think that I think that he got a better price because that's his job is to get his clients a good price. So I'm going to say I don't, I mean I, I don't know there, I dunno who it was or anything, but I, I'd say 12 five cause the person on the other side, I think it's a great name, but I don't think it's a guy. I don't think he's getting pinged every day to get it purchased. So I'm just, I'm going to say 12, five. That's what came to mind right off mine. Top of my head.

Okay. All right. All right. Joe, take us through it.

All right. So the buyer came to me looking for this specific domain. There were a couple of other alternatives that they were considering, but at the end of the day, this was the first target. Uh, they seller, uh, owned the name for quite some time. Uh, they have an old website attached to it. They weren't really doing much with it, uh, but really they were looking for a number

somewhere in the higher five figures. Ultimately between negotiations back and forth, we settled on a price of \$32,000 as job drew.

Wow.

So that was good. I mean, I think honestly, I think you'd get a great job for the client. I think that that's, yeah, like I said, I mean, you know, if you catch somebody sleeping, I could see you pick it on that note, that name up for 10 1520 grand. But, uh, I really do think that that's a 50 to \$75,000 name. So I think at 32 grand they got a great deal. I really do. Yeah. The buyer was very happy at the end of the day. So really that was what we were after and really the seller was comfortable too. So I think it was a win win. Yup.

Very nice.

Yeah. I mean it makes it, the circumstances make all the difference in the world, you know, whether it's a new site, old site, but if somebody is actually doing commerce on it, that changes everything. Yeah. The fact that they have a working email that they use for school, email may, yeah. \$2,000 to a price cause they're like, Oh man, I don't, I use that eight 75 class. Yeah. Yeah. I don't want to go through all that changes. So there's just so many little details that can add quite a bit of price to it. So that's good. Good, good for both sides it sounds like.

So tell me something, Joe. Um, you said they had a few names and this is how you like to see a start up approach a broker with a few names in mind. Um, and I'm sure you gave them some guidance back and forth on the pricing within, did they, did you reach out on all the names? Um, or did they want you to just reach out on all hands first, see if they were reasonable and then if they had a plan

B in place? A great question. So ultimately there were about six domain names that they wanted me to do some research on, see who owned them, see if there was any history to them. And you know, the, the process that we go through as brokers. Um, so I'd say there were a target of six names. Um, we did reach out on all six of those names. Three of those names were not going to be attainable price wise for the client. So then we had to, but ultimately all hands was the first selection. So it just worked out in the favor of.

Okay. And any, Oh, I got an echo from somebody. Any advice on um,

for startups in general or for brokers working with startups on how to guide them? Yeah, I think the key is to make sure that, you know, trademarks are always an important component of a, of a domain search at least. You know, one thing that I see on a regular basis are clients that come to me and they just don't know where to begin. But I would always educate them and tell them to start with the trademark search, make sure they're not going to, you know, have any issues down the road with that. And then we can kind of base it off of budgetary guy in lines, specific targeted assets or you know, maybe there's a list of domains that we can provide to the client as good, suitable alternative.

Good job. Do you guys hear that?

Yeah, I don't know what that is. Let me see.

Fancy microphone chain.

I'm going to unplug it and see what happens.

Okay. I'm not cutting it yet. So being in there, Shane, you got a new domain sale to tell us about.

Well I had, I put it on Twitter, so if you guys know it then I'll go to a different one. But I had a, I had one last week, my BS M Y B E. S.

I sat on tour this morning, but I need, can we all take a moment to see Shane's username right now? Corona Cultura Oh, I like that. Okay. My B's dot com.

Yeah, I did not see that. My Twitter feed has been completely inundated in the completely saturated with nothing but a COVID 19 coronavirus news. Uh, but I loved the maids with the bees in it. We sold B, b.com B E. dot. Com. Uh, couple, three years ago. What a name. I'll tell you what, man, my perception of time is doesn't exist anymore. Like I said something to my wife and I was like, well, that was like, you know, three, four months ago. She was like, that was like a week ago, and I was like, no, no, that's not possible. Yeah. That was a, you know, eight days ago. Yeah. The great part is, it's like, it seems like three months ago is three years and things were nine years ago. Seemed

like 25 yeah. There's, that's the thing. It goes both ways, which is, I don't understand. It really would make sense to me if it was like, well, you know, the timelines are long dated or timelines of shrunk, but it goes both ways. Yeah. It just, it splits about four years.

And even though that's true, I'm like, gee, this is an awkward thing to say on a show about your expertise in today's market. But actually I think there's so many deals that the three of you see that it's almost like this fluid river of information and numbers coming down from the matrix.

It really is. I swear to God that is, I feel like my job is watching the matrix. I just watched the matrix. I mean, what's that guys? I'll write everything down. Yeah. I talked to too many people too. I can't remember who told me what. Like they'll say, where did you hear that? And like, ah, I can't even, I will not. I'll, I'm not even sure I was supposed to say that. So now I just, yeah, there's too many people. I just, I always have to say, you know, whether it's be disgust or not, I literally just have to like a sign as I'm talking what I need to keep in and what inside voices, outside voices. As Christa Taylor told me, what does that mean? You stop voices outside, but what does that mean? She said there's some things that you think that need to stay in your head and there's some things that you can say and you, and you really need to figure out which ones are which because you're mixing those up. Well, I'm, I'm highly, I'm highly confused about which one should stay until, yeah, well that I was two, so it was after a night of drinking. She told me to maybe concentrate on that a little more.

I'm calling Krista as soon as this is over.

I honestly think about that all the time. I'm thinking before I say something, I think is that w does any benefit come of what I'm about to say, whether it's a good story. So let me give you my counter argument to why I've sort of justified the unfiltered thing in my head. Yeah. That I believe it creates is just filter of people. So, but people get offended by the things that I probably should have checked in, but said out loud, I don't need them in my life. And that's a really good way. But sometimes, sometimes there's things I say that aren't very [inaudible] kind. Like again,

it just doesn't need to be say like when I'm thinking, yeah, when it's about somebody looks and I'm not gonna lie, I, that's something comes to mind. And I think, well, nothing's positive if I say that [inaudible] outside, even though my brain is thinking, yeah, that person probably could jog a couple more feet, you know?

I don't need to really say things like that. Yeah. But I would have, before I, I apologize, I can't think of what adjacent. I picked the dude on Twitter. You're pumping him every day, man. I love that. I'm following that guy and I love seeing that. You know, it's like, yeah, so few people profitable flip tomorrow. I'm really excited. Awesome. Awesome. So, so that's what I figured that out isn't criticized. There's so few people who will actually open their fricking ears and their minds and say, your right, I need to change the way I'm thinking changed the way I'm living and just do it. I mean, it just, it's so simple. Just start Julian. Right. And you so ease. That's like, that's the kind of people that need to be pumped. Like

I don't know what he's doing with domain.

Oh yeah. Yeah. He's killing it. He's killing it. He's crushing life and that's why I support him. I mean, trusting in an all boards. The only thing you want wasn't crushing on it was his health. And now he's crushing that. So that's the people that I stand behind. I'm a pump them every day. I'm a Pat them on the back every single day because I'm proud of them. I mean that's, yeah, it's awesome man.

Okay, back to my bees. My bees. Oh yeah, my bees. Let's talk about bees. Yeah,

my B's. All right. My beat while we're talking about domains, we're talking about domain community. We got to, you know, with that man up. That's it. That's a good dude right there. [inaudible] dot com mm. I dunno, my guess is it's probably going to be \$3,888 cause it's shame. But I'm going to go with double that because I really liked the names with the word BS and it's hard to find good ones. And buy bees.com is great one. Well, I mean that could be a huge, I think for beekeeper community or something like that or, or or share, you know, shared honeypot. Nothing. So, um, I'm going to say 7,500 bucks.

Okay. 7,500 Joe,

that's a good gas. Um, I was thinking a little bit lower than that. I'm gonna we'll take a stab and say 4,500 maybe as high as 5,000, but mom gonna say 4,500 bucks.

Okay. I saw who you sold it to, uh, in your tweet, but not how much I would just like for the record, same with Joe on this one. All right. How much?

8,500 Oh, I'm on point. Yeah, I just bought it. I bought it. [inaudible] I have months ago, four or five months ago on 'em GoDaddy auctions for like 2000 and then after Nick's a broker from after Nick said, Hey, I got a [inaudible] the client that I got it up to your a minimum offer. You know how you have the thing on ethnic, which I never even realized. Yeah, I have no idea what my floor is. I don't, I don't remember filling it out. But anyway, that was my floor and he said, uh, if they did the typical, that's as high as my client. I already got them as high as I could. I've done it yeah. Or three times to where I can contact you. And then I thought about it and normally I would negotiate, but I was like, you know, I just bought her for two 8,500. It's a good five month

flip, uh, done. I didn't really even take it any further. I didn't, honestly, there's been so, so many domains the last couple months that a hundred dollar ad or \$1,000 ad turned them away. And I probably would have taken the first one and so far just screw it. I'm just going to take it. 8,500. It's a good one. And it, and like you said, uh, you saw on Twitter it went to a Dominican Republic beer, uh,

distributor. It's a beauty, a beauty story. Uh, my B's, I don't like social space. I, I don't, I don't know. I know,

I don't get it. What they do, but their money's green. That's right. Exactly. It was in American dollars and the beach. Okay.

Yeah, break up.

It's not, but I'm a big guy too. I've been buying BA names like crazy. I spun, I registered like 10 good hand register on bees and honey names. Um, and I bought a honey life the other day and I thought that was a great name, honey life.

Did you find that for

it was like \$400. Ooh, I like that. That's nice. Yeah, there's been been a lot of great names. Uh, I mean, and I've been buying like, and again, I don't give it away, but they're pretty much gone. But like dragon honey and orchid honey and you know, uh, adjective honey names, I think bees and honey or an important part of what we do. And of course. All right. Drew, why'd you buy your cell lately?

Alright. Uh, I'm going to go with a hyper nova.com. Hyper nova.com.

[inaudible] yourself fine. Five.

Can I ask you if you bought this for yourself or you bought this for our client? Nope. No, no. Just just for our own inventory.

Hyper. No.

Who goes first here?

Yeah, I see your chair.

Let's go mr. Eager. I think it's catching, you know, I'm, I'm really bullish on these two words. Dot com lately. I think there's a lot of value out there. Uh, whether you're an investor or you know, whatever type of name you're trying to buy, the two words are really good. Yeah. Technically it's a one word. Hyper Nova, Gabby of a supernova. Hmm. That's a good one. I liked that. So you bought it for your inventory. I'm going to say you paid \$16,500 for it. And I like, obviously supernova is his six figure plus name or people don't know hyper Nova as well, but it still doesn't man. That's the point of branding. Mmm. And hybridoma is bigger and more powerful than a supernatural.

It's hard to know if his dad physics in terms of physics hyper Novas, you know, that's where it's at. That's how you create worlds. Yeah. Well bullied. Now that you say that it's gotta be more than that. No, I will. Um, God, I don't, you know, those names, I just don't have any, any clue. I will say that you're feeling flush. So I'm going to say 18,000. I'm going to say you go a little bit

higher than that. I don't know. Right. So you bought wrong, I paid 12,000, which I thought was a steal, um, price. And um, yeah, that's pretty much all I got to say about that. But yeah, I like you. I thought that was a great name and a group prize and brought it to you, Jack. Um, Calvin, uh, yeah, exactly. Allison. Um, but just to, to, to to correct you, uh, you know, our, uh, which, which is not a bad segue into what we were talking about before the show, thinking about how does the Corona virus affect the domain industry?

But I'm not feeling flush at all at the moment. At the moment I, I'm actually trying to, uh, take a pretty conservative stance and position ourselves for, uh, you know, some turbulence. Um, but, uh, you know, I think, uh, a hyper nova.com it's 12 grand. That's, that's a, yeah, that's money in the bank. I'll take that through whatever recession. Mmm. Great name. Yeah. There's nothing wrong with keeping your powder dry as they say. Nothing wrong at all. Yeah, exactly. Exactly. That's, you know, as, as a, uh, as barren, fun Rothchild said, uh, w you know, uh, the time to buy is when there's blood in the streets. And you know, I, I as, as horrible as it sounds, it's not that a lot of boarding in the streets. So, uh, you know, I think keeping your powder dry is, is probably a pretty good strategy at the moment. Uh, but at the same time you got to, you know, this business is all about timing. So when you got an opportunity in front of you, you, you can't just say, Oh, I'm going to keep my time to drive weight, cause that that will sell. Mmm. And so it is how you make money and assets. If things go up or I'll

go down or I'll say the same, nothing happens. We need. I mean, everybody hates to hear this, but if you want to make money in assets, you have to have volatility. And I love it. I mean, I don't want anybody to get hurt. I can preface everything I say the rest of the show. I don't want anybody to die or get hurt. Yeah. Give me chaos, man. Chaos is what pays the bills. Me too, man. I love it. Stop market. I was so happy to see Apple go way down. I mean, I definitely going to be hurt, but there's a couple of things that I wanted to be in that had run a little bit that I needed it to come down to get some better, better prices. And domains may be one of them. The Chinese market,

zoom, zoom may given you an opportunity. That's your game, sir.

Points after we talked it. I've talked about it that day, but now it's right back up. I know, but that's opportunity. That's where we started this guts.

Yeah. I like bigger moves than that. Yeah. I, you know, uh,

but I want to see, I want to see a nice 50, 60, 70% market correction. You take it, set us back 20 years. Just go all in. Go all in. Closed my eyes, walk away and you know, wake up as Warren buffet.

There's, there's plenty of opportunity right now. There's, there's no doubt about it.

Nice. All right guys. Uh, let's take a moment. We will, uh, here from our advertisers for today's show who support us in our mission to educate people in the demean industry.

EFTY was built by domain investors to increase your inquiries, sales and profit, forget spreadsheets and archive emails, manage your entire investment portfolio in one place using a secure and completely confidential. Learn more at efty.com, that's E F T Y .com.

And now it's time for part two, the investor portfolio review. Um, so we have some domain names here and then they threw in at the end, a couple.com. Dot. AAU Justin in case, uh, you want to comment on any of them, but we're really focusing on the dotcoms themselves. Shane, you're up first. What do you think here?

There's a couple of names I really like. Um,

you know, I, I was looking through the list and the first one that caught me was bright kids. I love names that start with bright. I think it's a great naming convention for a company. Um, and I re I really like it. I think that that's a five figure sell and I, you know, I would buy that name for probably \$1,000 for him today. I mean I would absolutely buy that name. I think that's a really good educational fund. Kid's brand. That's a, that's a strong name. That's a kind of name that people are looking for. Mmm. I also wanna, you know, I'm a big LLL guy. Um, as far as a hold of value and the vest told a value or names, just like he has an S P N a those AE ending names tend to have the best resale from what I've found. I've only got about a hundred of them, but the A's and the C's at the end with strong letters before them are by far the ones that get the most traffic. And then most offers and, and sales. So I think SPNA is a strong one.

Okay. So just to clarify for everybody listening, so it's a four letter.com S P N a.com. And you're saying it's a real advantage in a four letter to end in an a like association? Um,

yeah. And see which can be corporation. Um, I do see some like reality are an eye for national. There are certain ones that are definitely better than others, but the a sell for the most at wholesale and they, they tend for me to sell better at retail and I only sell out of that hundred, three, two to four a year, but I usually get six or 8,000 for them. Um, and you can, you can get a name like [inaudible] fat probably at wholesale for 1200, \$1,300 would be my guess. Uh, take the a off and put a normal letter. It's probably only 500 to 800. Oh. So, um, I think that's a good, a good name. Uh, and then Urias was a good brand. It sounds it is officially Greek I think or as some Greek meaning, but that's just a nice looking brand. It probably wasn't that expensive.

And as a, there's a pretty good, pretty good name. Mmm. You know, and I look through, I, I tend to look at GoDaddy now people will say GoDaddy's good or bad when it come to valuating names, I just use it as a guide cause they do have a little bit of history. Um, and they have some history that we don't know about. So when I see a name I go look at GoDaddy cause I also like to see the names that they've sold from the name find portfolio and what prices, cause that's not on name, a name bio. That's only their stuff. So it's interesting to see, uh, other names that you didn't know about sold. So, uh, I went and looked at those and it's got bright kids at 6,800 SPNA at 7,600 and ureas at 2,600. Pretty much anything under 2000 go daddy. You could type in a sound you made from your armpit and it would come up 1200 but you know that you don't even look at. But you know, 6,870 600 means that it has some history that are very similar and bright kids has lots of comps. Brights have a lot of sales. Yeah. The other ones, um, I'll let the guys talk

about them. I mean I think not tonight's a great name. I'm not sure commercially what it's more than a marketing name, but it's definitely something you would remember. The rest we're hearing that often chain.

I've never heard it, but I know that I use it sometimes cause I get tired.

Hey, I'm wait back to what you said about GoDaddy, their appraisal tool.

So, um, just to clarify, I think what you're saying is that go daddy appraisal tool, especially in that sweet spot of say domains under 15 [inaudible] are, I mean because I mean yeah,

Uber, they put 25K and over, it just says 25,000 or more. So there's nothing above 25 useful to you

or more likely an actual indicator of what youth,

yeah, so it's, it's like, uh, you can have things that have value without being exact, you know, as long as it's apples to apples, it gives you, uh, it's a tool. So when I'm looking for expired names, I'll look through how many extensions are taking [inaudible] and I'll look through GoDaddy's valuation because the names that they value higher tend to be better names, especially in that 2000 to 10,000. You can come and find errors and things that are outside the boundaries. But if you just need a guide and you need some, uh, you know, a comparables, I think it's you. A \$10,000 range is especially helpful.

I'm hearing yes. To compare names and to get ideas and, and yes, I, I find it very awful.

Um, so you said about the name find domains. This is probably new to our audience. So when you go to go daddy's appraisal tool, they list the name, find names that they sold. Are the names that they list in there only named find names

or they're a combination of like, I don't think there's any auction prices. I think it's only named find names or through after Nick, after Nick and name. I mean I don't think it has to be the name find portfolio, but I think it's only after Nick or third party. Is that sound right guys? What's on there? I believe so. Yeah. But it's not auctioning. I know it's not auction names. Interesting. Those aren't on there, but it kind of auction sales. They don't, they're not, they're not in their corner. Okay. Interesting. Yeah. I don't, I don't believe there cause I'll go to the name. That's good because I believe that was one of my biggest arguments against their appraisal tool is that Mmm. Uh, you know, number one, I know they've got a, you know, or a heavy policy towards Joseph moving names. And then secondly is if you're including all the auctions and it's going to skew heavily towards wholesale transactions. Yeah. Um, so yeah, the only time it stinks is when I bought something from the name find portfolio five years ago. It comes up when, when you hunt for it. So I thought I got at a pretty good price on some of those names. And then when, if not that the retail person [inaudible] generally going to find that, but, but if they did there gonna see what I paid and they're going to say, you want that? And I go, well that's five years ago. It's a whole different

market, you know, did the typical things they say and who cares what I paid for it. Yup. All right, drew, what do you think of Ricky's list here? So, uh, alright, so first off, um, you know, I'm concerned about payless.com.edu. You know, very widely known trademark. I believe it's global. Maybe it's not in Australia. I still think, you know, nobody's got, nobody else is going to bring on that. So it's kind of a kind of a, a gray or black area in my eyes. Um, you know, [inaudible] dot com but a, you a great name for the local rental market. Mmm.

Let's see. Um, not to interrupt you, but ne bio has some great sales at [inaudible] dot com. Dot. AAU. I had no idea how many big market man. Yeah. Big marketing and Australians get domains, you know, that's why we got such a big, uh, you know, I would say an overweighted skew of Australian domainers uh, versus other countries. I mean, um, I think we've got a, definitely I haven't skewed towards the toric towards Australians relative to the size of the country. Mmm. Yeah. They seem to get it South Africa too. When I was in South Africa, I also noticed that they really seem to get domains. I mean it's, yup. They're really heavily skewed towards, um, they're local, you know, CEO dot. CA. But still companies, businesses were using generic really good country code domain names. Mmm. So that the, I thought that was pretty interesting. Look, can I add something to that real quick?

Yeah. Yeah. The saturation level on these countries for domain usage and renewals is extremely high. German is another. Europe. These are great markets for sure. So, you know, I think let.com that a is a great asset for sure. Yeah. Mmm. It's not, you know, I don't, so there's this one, some reason I kind of like these Urias I don't know why just sounds like a Greek God or something like is all down before your yours. Uh, you know, I dunno, that's kind of it. You know, there's a lot of things on here that I'm, you know, that I'm not, I don't hate, but I love Linkous dot lob like, you know, I wouldn't tell you they let it expire. I don't love it though. Mmm. D three I would say in my opinion, and I should add, um, given it to, not in all caps, it's a get like tattoos.

Yeah. Signing up paper or mortgage or when I'm getting any for a tattoo studio. But again, Nope. It's like [inaudible] we could all of us say, Oh my God, that's the best costume domain in the history of mankind. That shit's on tattoo.com. But then a day it's going to sell to a tattoo studio. And how much can a tattoo studio afford to pay? So, you know, you've got an upper limit of maybe five brands, right? I bet. So. Mmm. I do like getting, I do, I think that's a great marketing name. Great. Oh, rotavirus. I saw that for our listeners. I just sneezed. Unmute. Nothing gets by him.

So Andrew, what are you talking about? Okay, so yeah, I liked it, but I again, yeah, it's like you're going to carry that name 10 years and uh, you know what, it depends on what you got into it. When do you know how many renewal fees you get? Kay. Um, and then you know, your best case scenario Whitely is, is a 2,500 to 5,000 sale. Okay. But I do it. It's good name. It's a good name. Uh, not tonight I think is, is this hilarious? I dunno. What did your mind like? Shane said, I don't know what the commercial use case is. I, you know, I could see it. I dunno. Right. Thank you. I feel like the sex toys are like, uh, I know. Yeah. You probably know. It probably would be like some mainstream industry. Uh, you know, they, they, they just use it.

Some ad agency will come up with some really clever way to use that. There are, there are, that's probably my favorite just because, well SPNA like Shane said that that's probably the best liquid name here other than black.com. But not tonight. Like somebody, some ad agency is going to come up with a really [inaudible] it'll be like Domino's pizza or something or like, you know, it, you know, it could be like beyond me, you know, it's like they got a commercial and it's like the guy, you know, the guy rolls out his barbecue, he's about to cook some burgers and the wife says, not tonight and hands him a package better, you know, B, uh, I want rental fees, by the way, if you those [inaudible] commercial. Mmm. Uh, I, I think this is a really clever way to use that because it's just not lean enough. It's clean enough and yeah. Also also often not today, could be this could be the coronavirus campaign. Not tonight. I'm not dying tonight. You're not taking me tonight, uh, to be, you know, checking. It's like a check in every day. Check in, not tonight. Um, the,

what is the pirate bride movie? The um, the princess bride princess. Brad's great movie and he's like, I can always kill you tomorrow. Not tonight.

Yeah.

All right Joe. Joe, we need your professional opinion here. Ah, so I, you know, I think drew kind of hit the nail on the head. You know, if I look at this portfolio, I think to myself initially, yeah, there's a couple of good names in here that could sell in a sweet spot, would be anywhere from five to 7,500, 5,000 bucks to 7,500 on a handful of these names. Um, I did like get inked. I felt that that was catchy. Mmm. I do agree with drew 100% that, you know, how many tattoo parlors out there can afford to spend 5,000 bucks on a domain name. We don't really know, but it's catchy. It's a good brand. So that was one that stuck out to me. Break kids was definitely ketchup, catchy as well. You know, like Shane said, um, I liked the word kids. I think kids is a very good word. So you put the two together, I think there's good opportunity there.

Right? Obviously it has a positive connotation, so that's a win there. No know. But these are all very brandable. Um, so I would tell the owner, you know, I think they have some good names here. I think, you know, if they were to list this portfolio, they should list them with buy it now pricing and make offer pages, uh, and just see what they can do. But um, yeah, let.com. Dot. AUI I think is sellable. Um, urea I think is a decent brand. Um, yeah, there's some decent ones in here for sure. SPNA like the gentleman, you know, like the guys mentioned video magic is, you know, kind of an older play on words, but there's still some search volume there. So there is some, you know, upside there potentially. Nothing is blowing my mind away here, but Oh, I think it's there. There's some decent names here. I would renew them and had landing pages on them. Okay. All right. The first name is what drew and I hear more often than not tonight. It depends. Depends.

All right Ricky, thank you for submitting your portfolio not only for yourself

but for all of the Sherpa network to learn here. I hope the reviews been helpful to you and keep in touch. We'll see what happens. Mmm. And thank you very much for your donation to the Fred Hutch cancer research. That is such an important part. [inaudible] what everyone needs in as our health is always so you know, new, new things, old things, but got to have it, have it researched and make progress. So let's take a moment for our sponsors and then we'll jump into the next part.

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So time for the name jet marketplace list. Thank you. To name jet for sponsoring us here. And we're reviewing domains heading to auction soon. If you like one of the names below, you need to click through pretty soon because once they go to auction, you can't watch them or bid on them anymore. Mmm. Drill. You are numero UNO. All right. Mmm. Okay. So, you know, really obvious one, loan rate.com I think we show old loan rates.com actually, uh, at some point, I'm sure. I think we actually sold custom rugs.com at some point too. Um, but, uh, I, I like, uh, I like loan rate.com is just, you know, very clear loan rates is a much better demand, but a loan rate is still a great name with clear commercial intent. Great. For an SCM campaign. It's great for an SEO campaign. It's just a, it's a good name, you know, it is what it says and it says what it means.

Custom rugs, you know, uh, probably a niche market, but probably very high dollar. So there's probably a little business there and people in the business would probably pay decent, a decent price. But again, you know, you're talking probably 10 15. Mmm. What else do I like on here? I like page one.com. I think that's, that's a great name. Page one.com is a, I'll, I'll, I'll be bidding on that. Like that's, that's just a cool name. I don't know if it's worth like tons, but it's, it's a cool name. Mmm. The downside of it is that you've gotta, you almost have to have both page number one and then page O N e.com. And that's 100%. Yeah. And I think the one, the Ona is really the better play here and you know, so probably I was looking at this list and I'm like, man, page one, that's a great name. And then, yeah. You know, and then when you type it out, yeah. I think, I think you're right. I agree.

You would pay for it on page one. Well, I'm going to bid for it, so I'm not going to really say that. Okay. Yeah. Money zone. Um, uh, I liked that one, you know, but again, you know, check your trademarks. Mmm. Electric blankets. That's probably the sleeper here. I've got quite a bit of experience in this space. Sleep space. Um, and uh, that's, that's it. That's a sleeper. That's a great name. Mmm. Uh, wealth exchange. It's a bunch of great names on here. You know, it's a wealth exchange science nation. You know, again, it all comes down to upside

versus downside. It's like, you know, you can get into science nation for a couple of hundred bucks. Uh, I think he's great. Great name to pick up. Mmm. You know, but it's not a name you want to pay two grand for. Um, wealth exchange. Kind of the same thing. It's like you can get that for a couple hundred bucks, 500 bucks max some day. You probably sell it for five, 10, 15. The names I don't like on here are like I chocolate, you know, everybody gets upset. Oh, that cops are seven figures. I talked to.com. That bad name. I wouldn't, I own it though. I'm certainly

not going to let it expire. Uh, but, uh, I think, I dunno, I think there's a trend away from the light and the names. I think that there's, you know, I think, I just don't think it's a, you know, the chocolate space isn't a technological one, so I don't know that the I or the E would add anything to it.

I think it, yeah, exactly. My chocolate. Your chocolate, get chocolate tried chocolate. I think those are all better than [inaudible]. Okay. Good info. Thank you. Joe. You're up. Yeah. Um, you know, not to sound like drew, but I, I think this is a fairly decent portfolio. There are some definitely some decent names in here. Um, a couple of my favorites that stick out to me. Image lab, you know, I like anything with lab in it. I think labs is a very sellable term. Uh, and when I look at domain names in general, I look at what's sellable. You know, and, and you know, it sounds simple, but really you have to dig a little bit deeper. You have to find out how many, how much commercial appeal is really out there around the keyword. And then once you understand that, then you can find out how many people were going after it.

Is there an active market for it? And really that's when you can kind of set the tone for what these things will trade for. At least in my personal opinion. A custom rugs is a great domain. There's a lot of search volume around that term. Uh, it looks like, you know, and I vaguely remember some history on that domain too. I want to go through sort of the couple of years ago and then it was sold before that or what happened. But I definitely remember the name. It's been around a bunch. Uh, but it's a decent one. I think for somebody that is niche in that space, it can do very well with the custom rugs.com money zone is another good brandable domain, just like loan rate. Um, both of them are good brands when it comes to financial. We all know the financial space is very strong. There's no reason to think that that's going to get any weaker anytime soon. I mean, the markets in general are not doing so hot, but I think on all financial domains. Um, and then the last one I had on my list. Um, actually I did, I covered image labs. So yeah, those were the three custom rugs, money zone and image lab are my three. Thanks. Sure.

Is there a,

it sounded like a, yeah, a dog. Um, I'm right there with a guy. So I do, I think that when I first looked at it, I thought these are product names. These are online store names with a [inaudible] Patrick blankets and bikini store and stage lights like you take, you take the S off of some of those and they're still, uh, you know, electric blanket is still not really a brand or at least not a great brand in my opinion. I think it's going to be selling electric blankets. And for me, with the Amazons of the world, that just becomes tougher and tougher and tougher to set up stores that sell other than, you know, one item I guess is the word to just sell electric blankets is a tough market. Uh, but it's, you know, it's, it's a nice name and electric blankets have, if you're going to look for a product, you want one that stays around forever and electric blankets has been around for 30 years.

I've had an electric blanket next to my bed since I was like five and I still have one. So, um, I thought image lab was my favorite loan rates the best, most likely because of affiliate programs and the ability to make money. But image lab, if I were forming a company image lab just to yeah, it sounds like it's been around forever. It sounds exactly what they do. Something with

graphic design photos, image could be your social media image, your, your, your image over all. There's just so much with that name. To me it's by far my favorite name on the list. Um, web fails would have been a big one. 2007 we were showing guys tripping over trash cans. Falling into the water would have been a huge name. The, uh, I can has Cheezburger type, uh, domains, but that, and same with one one, one.

Dot. Info. I consider myself a numeric guy, but I don't know that the three number repeating dot infos are quite as hot as they were, uh, three or four years ago. But I, I think all these names, I'll go on a limb and say all of these names go for more than \$800. Every single name except for the last two go for \$800 or more at auction. Uh, some of that's easier. Obviously you know that they're going to have a bikini store, not the greatest name in the world, but I still think it goes for over a hundred dollars to the wholesale market is been strong. I mean, I don't know how often these guys are both participating auction, I imagine quite a bit, but I am constantly surprised what things are going for and how high I have to bid to get names. I know that they're worth more than they were two years ago, but I still, I just, there's always some different person bid me up on every single name to where I'm willing to go to every single auction. I go to even niche names. I think who in the LLC world would care about this name but me. But there's always somebody that does. So I think these do super well, uh, is, you know, overall, I don't really have much more to add besides that.

Thanks Shane. You guys all thank you all. You're the best. Um, this was a good show. So let's wrap it up. Thank you. To name Jett for sending over this list. And, uh,

how about one big question. I know we got to go, but how does, uh, how does the world economy and domains go together here? That's definitely a big question that we want to know. What drew thinks. Maybe Joe and I might have some opinions, but drew has that affected domain, not your individual, but do you notice a difference in what's coming in and out of your daily domaining life other than spending all your time looking at it? Don't, don't use your, but how about other people?

So, so here's some of the observations that I've made and then I'll follow that up with a few FOS that I have. But, um, I would say it's become increasingly difficult getting things across the finish line. Deals are dragging out a little bit longer than they were. Um, I would say there is a tangible sense of uncertainty in the markets. And I don't mean in the wholesale market. I mean in the end user marketing, the decision making framework. Um, but it's, it's very, it's selective. So I have some folks is not on the radar and I have some folks that they're obsessed over and they're there. It's definitely influencing their decision making framework. Mmm. Uh, what was it I just saw? I don't, I don't know. I just read an article today. I don't remember if it was in the domain world or if it was in the M and a world. Uh, but there was an act, a big, uh, an acquisition happening and a specific, this was the headline of the contract. This was the headline of the article was that, that the contract specifically outlined that, um, they,

they specifically outlined that the Corona virus could not be used as an excuse to, you know, walk away from the deal. Um, I believe even if there was a force majeure, a declared by

governments, which, which France has declared force majeure, which, um, it is very alarming from an economic perspective because what, what that does [inaudible] they basically said any small and medium sized business. And I believe it applies to individuals as well, but I'm not at certain about that. But I do know for a fact that applies to medium and small businesses and by the government declaring the force majeure allows any smaller medium size business to get out of any contract that they're in, gauged [inaudible] and obliged to, uh, for any reason, uh, w not for any reason, but, but simply by declaring, enforce majeure, we're out there. You're saying I can get out of my gym membership.

Yes, absolutely. That's exactly what I'm talking about. So, so let's say you've got a supplier contract, you've got a sales contract, you know, you've got it, you know, uh, you know, a con, a contractor that you're, you know, you've got on contract, whatever it is, uh, whatever contract it is, any contract, um, you now have in France, the ability to get out of that contract, uh, simply as a result of unforeseen circumstances outside of your control, known as a force majeure. So, and are usually, I mean, it's, I think Latin and it means mature, major, huge force problem. And, um, and this is normally reserved for like earthquakes and yeah, exactly. Actually, God, lots of God. Things that are outside the control of any particular person or population.

So the entire country of France

as an active force majeure. Okay. Yeah. So, you know, I would say, um, the chances that that'll be the only country that does that are very low. So I think that'll have, you know, some pretty significant consequences. I think there's a lot of unknowns. Uh, you know, those are kind of the things that I've observed so far is just, yeah, we're starting to see some lagging deals or being dragged out a little bit. We had a couple of deals that I thought were 100% and the clothes didn't. Um, and whether or not that was directly attributed to this, I don't know, but I would imagine there were some uncertainty that drifted in that, that contributed to it. Um, but, uh, my, you know, my thoughts are that, um, we are gonna face, you know, pretty severe downturn economically. Mmm. You know, this is a really complicated situation that we're in.

It's unprecedented. Mmm. Simply because we've got probably the greatest stimulus package on it, you know, in human history, heat up and ready to go, uh, from central banks and governments around the world. If I had to guess, if I was a fly on the wall in, in federal government, particularly financial branches of federal governments around the world and central bank meetings, I'm in fed meetings, you know, I would guess there is cow bell ringing and dancing going on. They are, you know, they couldn't be happier about the Corona virus because it literally saved their butts. I think that the economy was already, uh, you know, I think it was, I just read a great district today. I think it was 476 out of the S and P 500 companies. Um, the average growth rate was going to be 0.6%. Uh, so in, in the first quarter, uh, of, uh, of 2020 and so we were in a recession.

We were basically in a recession already. We were headed by. All expert opinions. We were headed towards a recession. So I think this actually saved the buds. Oh, central bankers, uh, governments and, uh, and, and, and, and, you know, bad leadership at a lot of companies,

Mmm. That are really zombies. They know they've got untenable debt and slow growing or a negative growth, uh, earnings. And I think that this stimulus package, it's going to come down the pipeline. Um, well, I don't think that will have any effect whatsoever. Styling the chaos of the results from this virus. It may [inaudible] further inflate, uh, certain bubbles. And I think that there will be certain pockets inequities that will be unnaturally, uh, further inflated. I think that we're going to see, uh, you know, probably some further inflation in pockets of real estate. You're going to see further inflation and a bunch of different asset classes that they really don't deserve any further inflation.

But, um, I think as it pertains to domain names, I think, uh, Richard Louv made a comment the other day, I don't remember on which blog, but you know, you said, look, I think domain names fall into the stay home, Mmm. Businesses and asset classes that, that will benefit from this. And I think I agree with that. I think that in the short to mid term, uh, you know, I think we got maybe another three, four weeks of, of, you know, call it business as usual, sort of [inaudible] slowly digesting the news as it comes out. And then I think we are going to see significant, yeah, we're going to air this a week from now. Yeah. So, so it might be two to three weeks from now from that point. And then I think, um, I think that we will come to a significant halt, um, worldwide as, as, as everybody sort of pivots into, uh, chaos.

And, um, well I was a chaos crisis management. They're going to be, countries are going to pivot into crisis management. When I say countries, I mean, yeah, we're talking about business leadership, government, Madison, you know, everybody's going to be reacting, uh, and not looking at how do I grow my business? They're going to be looking at yeah. Or their business. Okay. Yeah. And so I think that's going to just kind of put demand, not just in domain, but I think that that is going to put demand across the board on hold. Mmm. Probably for 60 night, probably probably 90 days at least. Probably nine days at least. And then we'll see. You know, if I'm being honest with what I believe, I think it's going to be materially longer than that. But I think to say that it will bring things to all for a period of nine days is a probably a pretty a conservative and realistic estimation, I would guess.

Who am I? Um, and then I think Richard's right. I think the domain names, uh, this will expedite the wave of, Oh, you know, already a fast moving wave of digitalization. More businesses go digital, more people start working from home that leads to more people starting their own businesses or side hustles, uh, which is going to ultimately benefit domains. And it may be a bottom up approach, which leads to what Joe was saying, which is, you know, I think two, two word dotcoms I think, you know, the cream of the crop, which is what I've been most bullish on. Uh, and I continue to be extremely bullish on, but I think that's gonna uh, so silence for a little while. There's going to be pockets, there's going to be, you know, projects that were already in the pipeline, businesses that are already funded that me to upgrade the domain or get a domain.

And that will just happen as a result anyways. But I think, um, go the go forward in, in, in venture funding and all of that stuff. I think that will slow down and I think that will have an impact on the short to mid term. Um, domain market, particularly at the high end, definitely at the low end. I think that sort of mid level, Mmm 2,500 to \$25,000 market will do well. I think it

might even thrive through this, um, taking into consideration or maybe just, you know, uh, global universal, just sort of pause for a minute. But I do think that market will do better than most. Uh, and I think that on the backside of this, as we get to the other end of the tunnel, I think domains are going to do extremely well simply because they will benefit from all of this sort of macro factors that this will, uh, sort of re re re prioritize. Mmm. So I think, uh, yeah, I think I'm going to do super well because I think people are going to stay home and garden because it's going to be one of the few things that makes them feel good. And I think, I honestly think that me selling plants have probably be our best year ever because you're not going to travel.

You guys stay on what is in focus on her herbs and vegetables. And I just spent, you know, look, I'm over, I'm probably overreacting. I'm definitely in the one for the 1% of, you know, we're preparing for, for this on a dead end. Uh, but I spent about \$2,000 on garden supplies this weekend. Yeah. I went out, I bought 10 bag get can, huge fucking bags of black earth. I bought, you know, four raised bed garden things I bought all Kai. But you know, probably a hundred different things of heirloom organic seeds. I've got, you know,

you name it man. I got, I got a place between the garden and sauna. I'm going to be killing it. I mean it's, it's actually, yeah, I'll have to, I'll sell \$5 tickets just to come in and shop like a, like a museum. I think again, there's, there's, again, I don't want anybody to get hurt. I don't want anybody to die. But we need things like this to put us all in check on what's important and, and how, you know, just washing our hands. I know that sounds silly, but my gosh, you see people walking into things and [inaudible] you know, just never washing their hands when they go do things that should be a simple part of life. And that's all that comes from this that everybody figures out they're supposed to sing happy birthday twice in wash their hands. Then this is a positive. Um, we just need to be better. The face mask and all that crazy stuff. I don't know about that, but I know just we all need a gut check every once in a while and on how many, you don't realize how many hands you shake, how many people you see, how many hugs you give, how many kisses. Um, you can't eat. Pardon me? How many things you touch. Yeah.

Bigger perspective. Not only is there, you know, hygiene that we overlook, but there are also a lot of things in business that we overlook or we're going to get around to and this is an opportunity time to start thinking if there are 90 days of quiet, that's a great time. What is there that I haven't gotten around [inaudible] working on? Oh, you know, we're talking about Jason and his health. We're talking about, okay, business, organizational structure, everything, you know, this is a good opportunity to reflect and grow.

Yeah, get healthy,

got the good out of it, and hopefully that's it.

The people, you know, it's, it's not just, and I hate these word picking off, but you know, the disease in general, whether it's a COVID or whatever, the less healthy you are, the more likely that you're going to get all these problems. So another gut check is to, Hey, try and get healthy, maybe eat a little better exercise a little more so that you can, there's going to be another coven 19 there's going to be another something. There's going to be, it's going to continue. Um, we're,

we're too broad of a world now. We traveled too much. There's, it's too easy to go see drew for the weekend. Um, yep. And so that's just going to be a, this is our future, so we're just going to have to deal with it. And um, it's not to take it lightly, but it's to, we're going to have to adapt.

And so I [inaudible] there's going to be a period of time where everything drew says we're going to be home more or we're going to have to communicate in this. That's why zoom is the stock's doing well, but the reality is things will get back to more normal, but it will never be normal. Like it was six months ago. We're going to be more cognitive, all these things. So, um, I'm hoping people get in touch with their gardens in their plants and their oxygen and then come back. So I hope it spikes. And then I hope it continues personally. Give me more money to buy more domains and continue the other side hustle that a we, that most of us do.

Shane, thank you for bringing that question more to the surface and making sure we really got in depth. I think drew Eric is really valuable. What do you want to say? Yeah, I just, I wanted to actually take it up one notch. Um, uh, you know, we have, we have a unique team. I mean the options in that, you know, we're, we're a small team. We are 100% distributed. We don't have any central office. Everybody's working from home or from a coworker. Mmm. And, uh, you know, from a business perspective, we're very well insulated from this, uh, from the effects of, of the fallout. You know, as long as there's demand, we'll be there to, to, to service it. Um, but I do think that, you know, [inaudible] um, you know, in general across the board, I think that, you know, uncertainty is, is it's hard mate. The uncertainty is a cancer and he eats at people. And so, you know, I think that one of the things, you know, we had our team meeting yesterday, uh, Monday as we always do, or most of the time.

Um, and, uh, you know, we had a conversation about this and we're talking about contingency planning. We've talked about, you know, what happens if any of us get infected, know it's as you said, Shane, you know it and this is a good thing. It just does vetch, gut check. And, and we said, all right, let's, let's use this as an opportunity. Let's figure out, you know, what are all our recurring costs [inaudible] and how, you know, what are the, where can we cut costs, uh, what we're, you know, where are we, where, where, where do we have back to trim? And I think this is a great opportunity for all businesses. Um, you know, but we're talking about the domain business and I think it's a great place, a great opportunity for all businesses and domain investors don't say, where, where do I have fat to trim?

And you know, that means look at your portfolio. W where do you have renewals? That's probably the first place you should look. Where are you out names that you're renewing? You probably shouldn't. Uh, where do you have, you know, uh, services that you're paying for on a monthly basis that you're not really using? Where do you have, you know, or do you have a subscription that you probably downgrade to the, to the one tier last, you know, w it's, it sounds like small stuff, but saving 10 bucks on each of those adds up. And when you take that, extrapolate that out for 12 months, you say, you know, 10 bucks on 10 services over 12 months, that's \$1,200. And, um, so, Mmm. You know, and we're talking to, you know, we're really, really finite numbers there, right? And so, um, I think that's a great opportunity.

I think more importantly though on the subject of uncertainty is simply Mmm. Letting your employees know, um, and the contractors, letting smaller businesses that you work with, let them know where you stand. Let them know what your thinking. What is your approach to this. Uh, if, if things get really bad, how long are you going to pay their salaries? Um, how long can people count on being able to, um, you know, have an income coming in and the, um, has there, you know, how does this affect their health care? How does this affect, you know, paid time off, paid leave, unpaid leave, sick leave, you know, addressing all of these concerns I think is just, I think it's our responsibility as, as, as business leaders. And I think that it's critical to addressing Mmm. What I think is the biggest problem of all of this.

And that is uncertainty and a lack of trust. And so I think that unfortunately, leadership across the world, he's doing a very poor job of that. Um, and I mean business and governments, I think Singapore, Singapore and um, you're to a lesser extent Hong Kong. Um, uh, certainly Taiwan as well as I've done great jobs of being transparent would their information with what the plan is and Mmm. I think that they've set a great example that very few other countries are following. I think there's even less businesses out there that are setting a great example. Um, but I saw Coinbase, uh, has basically open source there. Mmm. Call it an emergency plan or contingency plan. Um, and they've created this sort of three stage approach to it and said, okay, here's exactly how we're going to define stage one, which this is something I was actually working with my kids' school to try and do is say, I think it's important that we define what are the triggers for certain actions.

Like when are you going to close the school? Is it cause there's, you know, one kid already infected in school, or is it that there's a hundred people infected in the city? Or is it, you know, what are the triggers? And I think that the, I think just a finding all of these things, eliminating the uncertainty is the single most important thing that anybody in a position of power should. Um, so I don't know [inaudible] I had a hard time thinking about this over the weekend about how to address it. Um, Virginia, I was going to write an email to everybody and say, here's my thoughts, here's the contingency plan. And then I decided that we should just talk about it. And we did it at the meeting. And I'm not saying I did a great job. Uh, but I think that just having the conversation, starting that conversation now when people aren't freaking out, um, and maybe before people are forced to work from home or before [inaudible] forced to take unpaid sick leave.

You know, I think addressing those things is really, really important. And I would encourage anybody that's listening to this that has a business that other people rely on them for. Uh, there a livelihood. I think it's critical to have that conversation. And I think it's important to just try and cover as many of those uncertainties, um, that people have in their minds as possible and just be about it and transparent and say, you know, this is, this is what we can do is what we can afford to do. This is what we're committed to do. This is what we don't know yet. This is, these are the things that we haven't decided on, but these are things we have. Um, but I think having a transparent conversation about this is, is really important. All right. So on that note [inaudible] all right. Thank you. Um, on that note, I think we're going to sign off. Um, this was an excellent, um, session I think for every business owner and for employees too, to realize they can ask and

get the, um, you know, communication started the other way. Thank you to each of you for all your time. A shout out to Ricky Yam and I will see y'all next time and shout out. Shout out to Jason. Yeah, I'm filming him tomorrow. We call it the Jason workout or the Shepard workout. Something like that. That's fantastic. Keep doing it. Just keep doing it. Yeah.

Thanks everybody. Thanks everyone. Appreciate it.