



LandingBoeing777.com Appraisal

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When flying a small plane without any landing navigation, you have no feedback as to what you're doing wrong. Through no fault of your own, you may end up with a rough landing, though not necessarily a disaster. Imagine now the same situation with a Boeing 777. You're right! Not a good scene! Just hope against hope, and then hope some more.

Using a domain name appraisal that doesn't use scientific valuation feedback techniques, such as statistical or discounted cash flow (DCF) models,¹ is really a lot the same as trying to land a 777 without navigation. All you can do is pray. ■



Source: civilization.ca

¹ See Alex Tajirian, "[Valuing Domain Names: Methodology](#)," DomainMart (revised 2005).