



DOMAIN EXCHANGE WORLD

The Intelligence Layer for Domain Investors

AI-driven outbound & inbound outreach, hold-or-liquidate decisions, and true-cost portfolio valuation — unified in one subscription platform.

Concept Model · Powered by Doman Exchange World (DXW.org) Team

Pain points that quietly erode returns



Capital trapped in dead inventory

Hundreds of names sit dormant; the vast majority never sell, freezing cash that can't be redeployed.



Silent renewal bleed

Renewal fees recur every year and compound across a portfolio — a slow leak that's rarely measured.



No true cost basis

Investors track purchase price but ignore renewals, interest, and opportunity cost — so 'profit' is an illusion.



Liquidation paralysis

Without an objective signal, deciding what to hold versus drop becomes guesswork and emotion.



Outreach is manual & cold

Finding buyers, writing pitches, and chasing follow-ups by hand simply doesn't scale.



Fragmented, disconnected tools

Spreadsheets, registrars, marketplaces, and email never talk to each other.

HOW DXW.AI CHANGES THE GAME

From a scattered hobby to a managed asset class



01

Strategic Positioning

Match every domain to the buyer segment and use-case where it commands the most value.



02

Outreach Automation

Inbound relationship management plus AI-powered outbound campaigns that create demand.



03

True-Cost Valuation

See the full economic picture — value today against everything the domain has cost you.



04

AI Decision Engine

DXW.ai-powered recommendations on what to hold, watch, or liquidate — backed by data.

One subscription connects positioning, outreach, valuation and AI decisions into a single workflow.

TWO ENGINES, ONE PIPELINE

Inbound relationships + outbound outreach



Inbound Relationship Model

Convert every inquiry into a managed deal.

- ✓ **Smart capture landers** No lead is ever lost — every inquiry is logged and attributed.
- ✓ **AI lead scoring** Rank buyer intent and quality so you focus on real money.
- ✓ **Deal-aware CRM & nurture** Automated follow-up sequences built for domain negotiations.
- ✓ **Dynamic price guidance** Suggested ranges per inquiry from buyer profile + live comps.



Outbound Outreach Engine

Create demand instead of waiting for it.

- ➔ **End-user discovery** Surface startups, brands & companies that would value the name.
- ➔ **Contact enrichment** Find the right decision-maker and verified contact details.
- ➔ **AI-personalized pitches** Tailored messaging per prospect, generated at scale.
- ➔ **Multi-channel sequencing** Email + social cadences with tracked opens, replies & stages.

Result: more inquiries closed at better prices, and shorter time-to-sale on premium names.

THE DECISION ENGINE

Hold, watch, or liquidate — fast

DXW.ai scores every domain across five signals, then the Claude API synthesizes a clear verdict.

1 Demand signals

2 Market comps

3 Carrying-cost trajectory

4 Liquidity / saleability

5 Strategic fit



HOLD

Appreciating, low carrying drag, strong strategic fit. Keep building value.



WATCH

Mixed signals. Set price triggers and review again at the next renewal.



LIQUIDATE

Carrying cost is outrunning value or demand. Exit now and redeploy capital.

What a domain really costs you to hold

NET POSITION

Current Market Value – Total Cost of Ownership

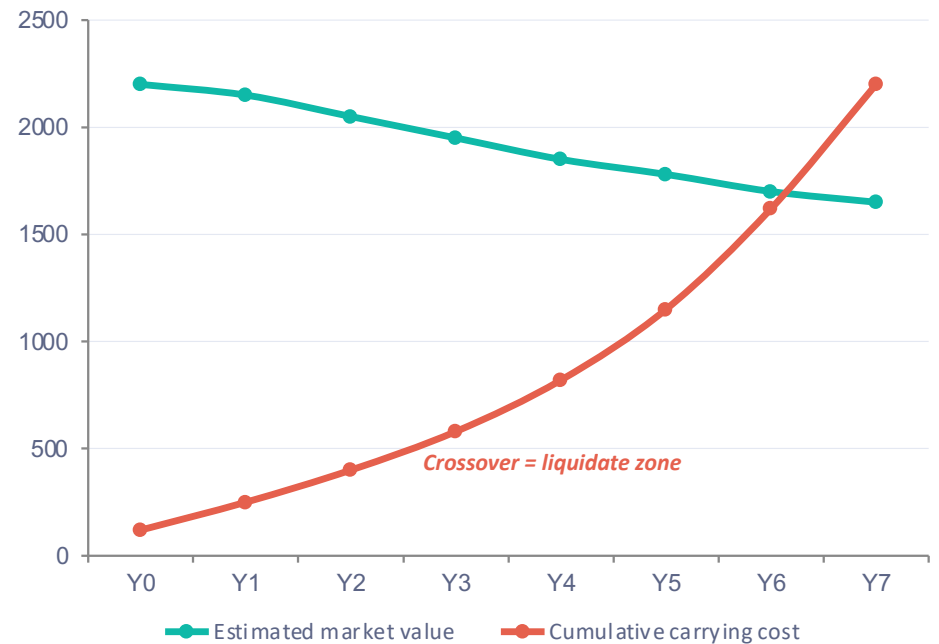
A positive number means real equity. A shrinking one is your signal to act.

TOTAL COST OF OWNERSHIP =

Original acquisition cost

- + Cumulative renewal fees
- + Interest / cost of capital
- + Opportunity cost of tied-up funds

Carrying cost vs. value over time



BEYOND BUY & SELL

Extra intelligence DXW.ai surfaces



Portfolio health dashboard

Concentration, age, and category mix at a glance — spot imbalance early.



Renewal & cash-flow forecast

See the bleed before it hits, with a forward calendar of obligations.



Trend radar

Emerging keyword and TLD trends so you acquire ahead of demand.



Cost-basis & tax reports

Clean, audit-ready records of basis and carrying cost for accounting.



Market benchmarking

Compare your sale velocity and pricing against the wider market.



Smart alerts & playbooks

Get pinged when a name spikes in interest, with a negotiation playbook.

THE WORKFLOW


How DXW.ai works, end to end



A continuous loop — the portfolio gets smarter every cycle.

SUBSCRIPTION MODEL

Plans that scale with your portfolio



Starter

Solo & emerging investors

- ✓ Up to 250 domains
- ✓ True-cost valuation
- ✓ Inbound capture & CRM
- ✓ Monthly hold/liquidate review


MOST POPULAR



Investor

Active full-time domainers

- ✓ Up to 2,500 domains
- ✓ Outbound outreach engine
- ✓ AI lead scoring & pricing
- ✓ Weekly AI decision reports



Portfolio Pro

Large & institutional holders

- ✓ Unlimited domains
- ✓ Full Claude API automation
- ✓ Team seats & API access
- ✓ Custom analytics & benchmarks

TURN INVENTORY INTO INTELLIGENCE

Stop holding domains on hope. Start deciding with data.

DXW.ai gives domain investors AI-driven outreach, true-cost valuation, and hold-or-liquidate clarity — so every name in the portfolio earns its place.

