



## BROAD & BAILEY Related News

### Domain names are becoming 21st century real estate!

You've read many blogs on getting your own domain name or maybe you already have a domain name, but did you know that Domain names are becoming 21st century real estate (Bob Parsons, CEO and founder of domain registration company [GoDaddy.com](http://GoDaddy.com))?

In 1995, I bought my first computer (windows 95 - anybody remember this one?). I wanted to know more about computers and I really wanted to know what all the hype about this "Information Superhighway" that everybody was talking about. I even had a subscription to aol, dial-up. It was horrible. I quickly learned that aol (sucked) had too many restrictions and charged more money for less service.

I switched a couple of ISP's until I found one that I liked. The benefit of this was that it made me realize that with each ISP change, my email would also change. So I did something that would ensure a lifelong email address. I registered my last name, hence my email address became myfirstname@mylastname.com I knew I was never going to change my name, so I would never have a need to change my email address (if you're a single woman and plan on getting married, this may not work for you).

This in turn allowed me to think of domain names as real estate on the Internet and as a result, I went and registered a whole bunch of names that I might have had some use for (either at that time or sometime in the future). 10 years have passed since I've done this, and now I see it is nearly impossible to find a good available domain name. Luckily I thought ahead. I still have those names. I use some, others are just waiting to be used (or sold if they wind up being valuable).

Recently, I read a blog that asked about [single property](#) domain names. I recommended that if you are listing a commercial property, it might not be a bad idea to register the address (ex: <http://www.427bedfordroad.com/>) chances are that the buyer may also want to buy the domain name. Or maybe you can use the domain name to advertise the property and as an incentive to the buyer include the website as a bonus.

Well, if it's not too late already, I recommend that you at least go and register your fullname.com. I see more and more realtors who have already done it, but for years now I've seen many celebrities and politicians who have done it. Good luck.



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