



BUYING A NAME AT SOBRANDABLE?

Read through our Frequently Asked Questions Below:

What is a brandable domain name?

A brandable domain name is a unique, easily pronounceable and catchy web address that is chosen to front a brand's online identity to the outside world. A brandable domain is also the basis for establishing the brand name; an exact-match brand and domain name is highly recommended as it ensures seamless integration between a brand's online presence and the real world.

What type of business domain names will you find at SObrandable?

As our name suggests, all our domain names are brandable although the types of brandable domain names in our collection can vary; creative and invented names (such as woozk.com), part creative and part real word names (such as skribbal.com and bespokefully.com) and interestingly combined two-word domain names (such as disruptsoft.com and rightstarts.com).

Why a dotcom domain name?

Simply because the dotcom extension is by far the most accepted and perceived as essential TLD for successful brands. Would you risk another company using your brand name's dotcom domain to show case their own website?

Who is our customer?

Anyone; ranging from budding entrepreneurs and start-ups to established businesses looking to re-brand. Alternatively, existing business looking to launch new products or apps.

How do I set about finding a brandable domain using SObrandable?

- Start by visiting the "Brand My Business" page and browse our selection.
- Next, refine your selection by using the "Brand My Business" drop down menu to select a specific business category.
- If you can't find what you are looking for in specific category, then widen your search by browsing other categories since many of our creative names can be used across different industries or product types.
- Alternatively, use the search bar if you have specific keywords in mind.
- Once you've found a name you like, click the "Find Out More" button which will lead to two options:
 - if you are ready to purchase, select the "Add To Basket" option which will take you to Cart and then on to Checkout.
 - Alternatively, if you have a question regarding the domain of interest, then simply select the "Enquire" option where you will fill in your details and your enquiry (phone no. is optional unless you want us to contact you via phone). We will aim to respond to you within 48 hours.

What do I get for my money?

Each purchase includes the following:

- The brandable dotcom domain name you've selected
- A unique logo (source files will be provided in JPEG and either AI or EPS format)
- A Commercial Start-Up Suite consisting of the following:
 - Start-Up Checklist
 - Business Plan Template (with user guidelines)
 - Profit & Loss Template (with user guidelines)
 - Budget and Planning Models (with user guidelines)

Payment Options:

- Credit or Debit Card: we use Stripe payment gateway; which accepts a wide range of credit and debit cards including Visa, Mastercard and American Express.
- Payment via PayPal.
- Bank Transfer: if you prefer this method, please use the "Enquire" option to contact us confirming your decision to pay via bank transfer. We will then respond (via email) with an invoice containing our bank details.
- Payment via GoDaddy, the Domain Name Registrar where all our domains are held: if you prefer this method of payment, please follow the below steps:
 - Send us a message via the "Enquire" option stating that you will be proceeding with this method of payment
 - If you are familiar with purchasing on GoDaddy, simply enter the domain name (with .com TLD) in the search bar and follow the steps to payment on the GoDaddy website.
 - Alternatively, if you are not familiar, then we advise you contact GoDaddy Sales and Customer Support and they will guide you through the steps to secure the domain and will manage the transfer of domain ownership to you.
 - The price of the domain listed on GoDaddy is the same as on our website notwithstanding minor variances arising from any difference in exchange rates used. Please note that by choosing this payment option you may be subject to tax (eg; VAT) at checkout.

What is your Refund Policy?

We recommend that prior to purchase, you read our Terms and Conditions and carry out the necessary checks and diligence from your end to ensure this is the right domain for your business or product. Once a purchase has been made, we do not offer refunds or exchanges except in the instance that we (the seller) have failed to complete all steps from our end to ensure the domain is transferred within 10 working days. Note that the successful completion of domain ownership transfer will also depend on you (the buyer) completing certain steps in a timely manner; for this, please see below "What happens after I make a purchase?"

Are there any ongoing payments and fees after I make my purchase?

The only ongoing cost you will incur is a fee of around £12 or \$15 per annum payable to your chosen Domain Name Registrar to retain ownership of your domain name.

What is a Domain Name Registrar and do I need to register with one?

It is important to understand the role of Domain Name Registrars (DNRs) in the order process. Domain Name Registrars are companies accredited by ICANN to handle the registration and management of domain sales,

To own a domain, you will need to have an account with a DNR and would therefore have to register with one (in case you already haven't) before we initiate the transfer of domain ownership to you. Some leading Domain Name Registrars include GoDaddy, Sedo, Uniregistry and Name.com to name a few, the choice is yours. The most important thing is that you do register with an established and reputed DNR ahead of the transfer process.

What happens after I make a purchase?

- We will ensure that your payment has been cleared and then initiate the process to transfer domain ownership from us (SObrandable) to you.
- As mentioned previously, you will need to have an account with a Domain Name Registrar before we initiate the transfer process. Not having this account in place will delay the transfer of ownership.
- Meanwhile, within 24-48 hours of payment being cleared, you will receive an email from us containing a unique authorisation code required to enable you to transfer the domain.
- From your end, you will need to request your DNR to transfer the domain to your account, at which point your DNR will ask you for the above authorisation code to proceed.
- Your DNR will also get in touch with us to confirm that we are the present registered owners of the domain and that we approve transfer of ownership to you.
- You may receive further emails from either ours or your DNR requesting further authentication prior to completing the transfer; please ensure you respond to these emails in a timely manner to ensure the transfer happens smoothly.
- From the point of initiation at our end to completion of final steps at your end, the whole process can take anywhere between 5-10 business days, depending on the registrar.
- The portfolio of domains listed for sale on SObrandable are all registered at GoDaddy, so should you decide to register with GoDaddy, it will speed up the transfer process versus a transfer between different DNRs.
- There may be certain instances when a domain is "Locked" for a 60-day period. This happens when a domain is either newly registered, ownership has just been transferred or it has moved registrars. Under such circumstances, you may need to create an account with our DNR (i.e. Godaddy) to enable the transfer.
- Once ownership has been transferred to you and the process is complete, you can link your new dotcom domain to your website and email and you are good to go!
- You will also receive two other emails from us within 24 – 48 hours; one will contain the Commercial Suite files and the other will contain the brand logo source files.

Are your domain names trademarked?

Our domain names are not trademarked simply because to apply for a trademark, we would need to know details of the business for which the domain name is being purchased for. These details include products or services being offered, the country (or countries) where the business operates, etc. It would only be possible for you to trademark the name (should you wish to do so) after you have purchased the domain from us. We do not undertake either the registration of companies or applications for trademarks as both would need to be done by you, the owner of the business.

Registering your company is a legal requirement to be able to trade legally. Registering a trademark, on the other hand, is not always required and many companies continue to operate without this. That said, it will certainly protect the use of your brand name but can be a costly and time-consuming process.

If you find a name you like and wish to protect yourself from any trademark infringement, we recommend that you speak to a trademark authority

I have more questions

If you have further questions relating to purchasing our domain names, please do contact us at info@sobrandable.com and we will be happy to help.

