

Agenda Item 5(c)(iv)

April 28/20 EOC Teleconference Meeting

RankHigher Recommendation On CAFII.insurance Domain Name

(Read From Bottom Up To Follow Chronological Flow Of Thread)

From: Chris Barrett <chris@rankhigher.ca>
Sent: March-08-20 12:37 PM
To: Brendan Wycks <brendan.wycks@cafii.com>
Cc: Keith Martin <Keith.Martin@cafii.com>
Subject: Re: Thank You

You're more than welcome.

To my knowledge, these domains were released in full force approximately 4 years ago (June 4th 2016)

In that time entire time only slightly more than 5,000 have been registered globally.

In addition, the amount of them being registered has declined significantly each year since then.

(most were done right out of the gate when everyone thought they may catch on).

For context, there are 338 million registered domains, and they increase by about 1% per year. So in the same time frame that 5,000 were registered with the .vertical TLD (such as .insurance) - almost 14,000,000 .com's and the like we registered. Therefore (the fact that they are .00001% of domains) this approach has overwhelmingly been considered a failure.

In addition, the average domain name costs \$10-12 annually. Which is why we are all confused as to who you are paying \$1,000 USD annually.

It seems as if you are already being charged "extortion-level pricing".

That said if you wish to continue to protect it in the hopes that changes down the road - we would be happy to revisit this together in a year.

I assume this is the first time you are probably receiving this info, so looking at it year over year may make you more comfortable in whatever decision you make.

On Sun, Mar 8, 2020 at 11:51 AM Brendan Wycks <brendan.wycks@cafii.com> wrote:

Thank you, Chris.

We will take your advice under advisement.

Is there not some benefit to continuing to own/protect CAFII.insurance in case the .insurance domain does gain traction down the road/in the future and to protect it from a "domain troll" who could acquire CAFII. Insurance and force us to pay an extortion-level price for it if we ever wanted to own it again for intended/constructive use, rather than just sitting on it and protecting as we are at present?

Brendan Wycks, BA, MBA, CAE, Co-Executive Director, CAFII

From: Chris Barrett <chris@rankhigher.ca>
Sent: March-08-20 10:51 AM
To: Brendan Wycks <brendan.wycks@cafii.com>
Cc: Keith Martin <Keith.Martin@cafii.com>
Subject: Re: Thank You

I had a chance to regroup with the team, and they have resoundingly said to get rid of the domain immediately and save yourself the \$1,000 USD each year.

In brief, the .insurance domain is a net negative because of:

- A) Lack of consumer trust. Users do not trust "non-traditional" top-level domains such as .insurance, or .investments as general adoption of these with legitimate businesses have not taken off. To further elevate the issue many of these domains have been used for spammy and sometimes illegal purposes.
- 2) Lack of traffic and SEO effect on your other efforts. The low level of trust will lead to low traffic even if we were to build a site and that low traffic and trust would negatively affect the efforts you have put into your online presence.

Ultimately, we have initiatives that will yield far better results for your investment or would rather see you save the money.

On Sat, Mar 7, 2020 at 5:35 PM Chris Barrett <chris@rankhigher.ca> wrote:

Thank you Brendan,
I am asking because if you own it you should not be paying \$1,000 USD a year for it.

Do you know who you are paying that amount to?

On Sat, Mar 7, 2020 at 5:24 PM Brendan Wycks <brendan.wycks@cafii.com> wrote:

Yes, we own the domain CAFII.insurance.

Brendan Wycks, BA, MBA, CAE, Co-Executive Director, CAFII

From: Chris Barrett <chris@rankhigher.ca>

Sent: March-07-20 4:49 PM

To: Brendan Wycks <brendan.wycks@cafii.com>

Cc: Rachel Bantleman <rachel@rankhigher.ca>; Keith Martin <Keith.Martin@cafii.com>

Subject: Re: Thank You

Thank you for the follow-up, Brendan,

We are going to have a look at the domain and see what might make sense from here.

Off the top, it seems odd that you are paying that much annually for a domain. Do you have ownership?

On Wed, Mar 4, 2020 at 7:32 PM Brendan Wycks <brendan.wycks@cafii.com> wrote:

Hi, Rachel and Chris.

There is no other CAFII website at this point in time. There is just another domain name that our Association owns, and has owned since 2016, which we are essentially paying \$1,000 US annually for, solely to protect it/squat on it: **cafii.insurance**

Brendan Wycks, BA, MBA, CAE, Co-Executive Director, CAFII