



**It is extremely rare that a domain name which is the actual name of an industry comes on the market. They don't! They are all taken.**

**Professional Certification is a multi-billion dollar global industry.**

The domain name "ProfessionalCertification.COM" is for lease or sale.

**Industry Stats**

"In 2018, more than 43 million people in the United States held a professional certification or license." **(BLS)**

"The global testing, inspection and certification market size was valued at \$213.60 billion in 2020, and is projected to reach \$349.27 billion by 2030, growing at a CAGR of 5.3% from 2021 to 2030." **(Allied Market Research)**

"The global testing, inspection, and certification market size is anticipated to reach USD 309.03 billion by 2028 and exhibit a CAGR of 5.7% during the forecast period." **(Fortune Business Insights)**

"The testing inspection and certification industry is poised to grow to USD 271.97 Billion by 2027 end. The testing inspection and certification market size to reached a valuation of 198.52 Billion in 2020 and is expected to grow at 4.6% CAGR during the 2020-2027 periods." **(Brandessence Market Research)**

**Important Domain Highlights**

- **Distinctive, Descriptive, and Recognizable** - The term "Professional Certification" embodies the entire professional certification industry. It is the name of the industry!
- **Global** - Professional Certification is utilized worldwide and has a huge target audience.
- **Direct Connection** - Professional Certification is used in all other industries. The organization that owns this domain name will have a direct connection to all other industries. It can greatly expand an organization's reach and market.
- **Importance** - Extremely important to the Professional Certification and Human Resources (HR) industries.
- **Exclusive and Relevant** - Each industry has only "one" domain name that exactly matches the industry name.
- **Authoritative** - Projects an authoritative and trustworthy image.
- **Search Engine Friendly** - Contains exact match targeted keywords for the industry.
- **Not Born Yesterday** - ProfessionalCertification.COM was created and first registered in April 2000. This 23 year old domain is a one-owner domain.
- **".COM" is the "default" TLD extension** - Ranked higher by search engines. The common denominator for the dominance of industry domains is the control of the ".COM" TLD extension.

**Secure the Brand**

To secure the brand, the following six "additional" TLD domains are included with the purchase.

ProfessionalCertification.NET  
ProfessionalCertification.ORG  
ProfessionalCertification.INFO

ProfessionalCertification.CC  
ProfessionalCertification.CO  
ProfessionalCertification.BIZ

Owning and holding the six domain extensions will help keep another organization from encroaching on the brand.

## **Academic Research on Professional Certification**

**Below is a small sampling of the available peer reviewed academic research regarding professional certification.**

There are more than 4000 professional certification bodies in the United States alone. (Renski, 2018).

Professional certification provides credible evidence of an individual's knowledge, skills, and abilities and is a basis of employment qualifications (Cunningham, 2019; Elwell, 2017; Mbise, 2021; Renski, 2018; Tannian & Coston, 2021). In addition, professional certification provides for broader career opportunities resulting in a higher labor participation rate and lower unemployment rate.

Professional certifications are often used by employers in making hiring decisions (Hunsinger & Smith, 2009; Hunsinger et al., 2011; Mbise, 2021; Renski, 2018; Tannian & Coston, 2021).

Employers often prefer employment applicants to have more than one certification (Adams et al., 2004). In one study, over 50% of employers preferred job candidates with at least two certifications (Hunsinger & Smith, 2009).

Several studies have shown that employees with professional certifications receive higher earnings, benefits, and career advancement than those without certification (Adams et al., 2004; Cunningham, 2019; Hunsinger & Smith, 2009; Hunsinger et al., 2011; Martin, 2015; Renski, 2018).

Some employers consider professional certification as a part of the career path (Hunsinger & Smith, 2009) while some other employers require professional certification (Adams et al., 2004; Cunningham, 2019).

Organizations have seen several benefits from hiring individuals that have professional certification (Elwell, 2017; Hunsinger & Smith, 2009; Hunsinger et al., 2011). These benefits include financial gain, time and cost savings, efficient applicant evaluation, functional area productivity benefits, contract terms compliance, higher employee satisfaction, higher retention rates, and reduced outsourcing risk. In the area of education, organizations realize improved teaching quality and student performance (Hunsinger et al., 2011; Mbise, 2021).

## **References (for Academic Research above)**

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- Elwell, S. (2017). Certification Matters. *Journal of Trauma Nursing*, 24(6), 342-344. <https://doi.org/10.1097/JTN.0000000000000323>
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- Mbise, K. (2021). The Role of IT Professional Certifications in IT Instructors' Teaching Quality. *International Journal of Education & Development Using Information & Communication Technology*, 17(1), 176-187
- Renski, H. (2018). Estimating the Returns to Professional Certifications and Licenses in the U.S. Manufacturing Sector. *Economic Development Quarterly*, 32(4), 341-356. <https://doi.org/10.1177/0891242418792090>
- Tannian, M., & Coston, W. (2021). The role of professional certifications in computer occupations. *Communications of the ACM*, 64(10), 56-63. <https://doi.org/10.1145/3474359>

## Areas and Industries that use Professional Certifications

Below is a partial list of the areas and industries where professional certification is used. Please note that each area has multiple certification organizations with multiple certifications.

- Accounting and Finance
- Actuarial / Insurance
- Agriculture and Forestry
- Association & Not-For-Profit Management
- Automotive and Marine
- Business Management and Analysis
- Communications / Telecommunications
- Computers and Information Technology
- Construction
- Contract Management
- Customer Service
- Education, Training, and Library Science
- Emergency Management and Public Safety
- Engineering
- Entertainment, Sports, and Recreation
- Environmental Health & Safety
- Food Services
- Geology, Soil, and Earth Sciences
- Geospatial and Surveying
- Hospitality, Travel, and Tourism
- Human Resource Management
- Interior Design
- Journalism and Media
- Landscape Architecture
- Legal, Security, and Law Enforcement
- Management and Administration
- Manufacturing
- Marketing and Sales
- Medical and Healthcare
- Office Administration & Management
- Personal Care and Service
- Project and Program Management
- Property and Facilities Management
- Public Administration and Government
- Public Relations
- Quality Assurance
- Real Estate
- Research and Science
- Supply Chain, Logistics and Transportation
- Technology
- Trade and Technical
- Utilities

The Professional Certification industry supports and fosters all of the industries listed above.

## Valuation Comps

This section provides research on previous domain names for other industries that have been sold.

### **Important Points:**

In real estate, comparable sales or comparables (comps) are used to determine the value and listing price of property or a home. A comp simply compares other similar homes that have been sold to the home that is being valued in the same area. With that said, specific premium domain names are valued in a similar manner, such as domain names for products, companies, and industries. They are compared to other similar domain names that have been sold in the past. (Forbes Magazine, Feb 25, 2020, "6 Things You Need To Consider When Appraising a Domain Name", Item 6, Comparable Sales.)

Below is a sample of what other domain names which are the actual names of industries have sold for:

Industry Domain Name	Sold Price	Notes	Reference Source
Business.com	\$345 Million	Connects to multiple industries	Fortunly
CarlInsurance.com	\$49.7 Million	Very narrow and specific industry	Inc.
Insurance.com	\$35.6 Million	Narrow and specific industry	Inc.
VacationRentals.com	\$35 Million	Very narrow and specific industry	Inc.
PrivateJet.com	\$30.1 Million	Very narrow and specific industry	Inc.
HealthInsurance.com	\$8.133 Million	Very narrow and specific industry	SEC.gov
ProfessionalCertification.com (this domain name)		Connects to multiple industries. Includes 6 TLD domain extensions.	

**Note:** We limited our comps to domain names that are the names of an industry. Links to the reference sources are on the ProfessionalCertification.com website.

## **Lease or Purchase Options**

Lease

Lease-to-Own

Straight purchase

Finance Purchase. We hold the note.

## **If Interested...**

If you have an interest in the domain or have any questions, please contact us at

<https://www.ProfessionalCertification.com/contact.php> or <https://www.SSIDGroup.com/contact.php>