

# DOMAIN NAMESPACE AUDIT

## Optimism BH

Formerly Barrett Hofherr. Formerly BarrettSF.

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PREPARED BY

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This report has been prepared as a demonstration namespace audit. All data is drawn from publicly available sources including WHOIS records, company announcements, and press coverage.

# EXECUTIVE SUMMARY

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On 13 April 2026, Barrett Hofherr announced its rebrand to Optimism BH - a third name in roughly three years, following the 2023 move from BarrettSF. The agency cites a shift in philosophy: away from founder-linked identity, toward a concept the whole company owns. The concept is strong but the naming strategy has gaps.

The domain name optimism.com belongs to a different business. The domain name brandmomentumscore.com - the one matching their proprietary measurement framework, trademarked as Brand Momentum Score<sup>SM</sup> - is unregistered and available.

The brand's LinkedIn description currently describes the brand as Optimism, not Optimism BH. Three channels, three signals. None of them fully aligned.

The previous domains are handled well. barrettsf.com and barretthofherr.com both redirect to optimismbh.com. That is the right call, and it is already done. The exposure is in the new name.

# 1. CURRENT DOMAIN PORTFOLIO

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Based on WHOIS records, company announcements, and direct domain lookups as of April 2026.

Domain	Status	Notes
<b>optimismbh.com</b>	<b>Active ✓</b>	Primary domain. Full site live.
<b>barrettsf.com</b>	<b>Redirects ✓</b>	Redirects to optimismbh.com. Correctly retained.
<b>barretthofherr.com</b>	<b>Redirects ✓</b>	Redirects to optimismbh.com. Correctly retained.
<b>optimism.com</b>	<b>Third party</b>	Active business. Not available.
<b>brandmomentumscore.com</b>	Unregistered	Available. Their coined term. No protection.
<b>brandmomentum.com</b>	Negotiable	Held by Carmichael Lynch. Not in use. Expires Nov 2026.

**NOTE:** The redirect chain from the two previous brands is well managed. Those two decisions are not a problem.

**BRANDMOMENTUM.COM** - Registered 1997. Currently held by Steve Diedrich at Carmichael Lynch, a competing US advertising agency. Not in active use. Parked on Network Solutions nameservers. Expires November 2026. The domain is acquirable through negotiation, but the holder works in the same industry and will recognise the buyer's intent. Approaching before renewal becomes urgent is the right timing.

## 2. RISK ANALYSIS – FOUR ISSUES

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1

**The name you're building toward is someone else's domain.**

optimism.com is owned and actively used by another business. Every time a client, journalist, or recruit types the brand name as a .com, they land somewhere else. The more the agency builds recognition around the word "Optimism," the more it works in favour of that registration. The qualifier "BH" exists partly for this reason but it is not always used. The LinkedIn description already drops it.

2

**Brand Momentum Score<sup>SM</sup> is trademarked but the domain is unregistered.**

The agency has introduced Brand Momentum Score as a proprietary measurement framework, marked it with <sup>SM</sup>, and built positioning around it. brandmomentumscore.com is currently available to register for under \$10. If a competitor, a critic, or anyone paying attention registers it first, the agency loses the ability to own that concept online. This is the clearest single gap in the portfolio.

3

**"BH" keeps the founders in the name.**

The stated intent of the rebrand is to move away from founder-linked identity and toward something the whole company owns. Optimism does that. Optimism BH does not - not fully. BH stands for Barrett and Hofherr. Anyone familiar with the agency's history will read it that way. The initials create an anchor to the previous name at the same moment the agency is trying to leave it behind.

4

**The LinkedIn About copy defaults to "Optimism", not "Optimism BH".**

The LinkedIn company name is Optimism BH, that part is consistent. But the About section description uses "Optimism" on its own, without the qualifier. It is a small thing and easily corrected. It is also a tell: even in their own copy, the BH drops off. The question of whether the brand is "Optimism" or "Optimism BH" has not been fully resolved, and it shows up in the places where the writing is less considered.

### 3. PRIORITISED RECOMMENDATIONS

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#	Action	Timeframe
1	<p><b>Register brandmomentumscore.com immediately</b></p> <p>This is the highest-priority action. The domain is unregistered. The term is proprietary. The cost is under \$10. There is no reason to wait.</p>	Immediately
2	<p><b>Open a conversation on brandmomentum.com</b></p> <p>The domain has been held by Steve Diedrich at Carmichael Lynch since at least 2016 and is not in active use. It expires November 2026. A direct outreach now - before renewal pressure creates leverage on either side - is the right window. The holder works in advertising and will know the context, so the approach matters as much as the offer.</p>	Next 30 days
3	<p><b>Fix the LinkedIn About copy</b></p> <p>The company name on LinkedIn is correct. The About description drops the BH. That is a one-line edit. Fix it, and then treat it as a prompt to audit every other place the name appears in running copy - press materials, bios, email signatures. If the answer is that "Optimism" is an acceptable shorthand and "Optimism BH" is the formal name, make that a conscious decision rather than an inconsistency.</p>	Immediately

<b>4</b>	<b>Set a monitor on optimism.com</b>  The domain is actively held and not likely to become available soon. But domain registrations lapse, businesses change and evolve. Setting a backorder or monitoring alert costs nothing and means the agency is first in line if the situation changes.	This month
<b>5</b>	<b>Decide whether BH has a future</b>  If the agency's next chapter is genuinely about moving past the founders' names (and the positioning suggests it is) then "BH" is a qualifier that works against that goal. optimism.com being unavailable is part of why BH exists. If the agency intends to stay at optimismbh.com long-term, that is a coherent decision. It should be a deliberate one, not an inherited default.	Strategic decision

# THE BIGGER PICTURE

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“

**Brand momentum is what we measure. It's also what we make.**

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That line is the sharpest thing on the site. It also describes the problem. Momentum requires coherence - signals moving in the same direction. Right now, the name the agency is measuring momentum under does not fully exist in the namespace, does not match across its own channels, and keeps the initials of the people it is trying to move beyond.

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