WHAT IS A BRAND?

While a brand is broadly classified as something that distinguishes one sellers’ product from others, it is more specifically a product that invokes emotion and trust, causing consumers to prefer that product over others.

Since 1986, the strongest brand in the outdoor world has been Mossy Oak — a brand birthed via a love for the land and a fist full of dirt. Its creator, Toxey Haas, had the dream of creating a better camo pattern than the offerings of the day, and designed the first Mossy Oak pattern, Bottomland, by actually using the colors, tones, and elements found in nature. Consumers quickly identified with not only the effectiveness of the expanding array of Mossy Oak patterns but also the Mossy Oak culture, one that centered around living your best life outdoors.

Thirty years after Toxey walked into a textile mill and changed the outdoor industry forever, the Mossy Oak brand has grown into a well-rounded outdoor lifestyle brand with a clear and focused mission of getting people closer to nature. While the camo business remains the cornerstone of the Mossy Oak family of brands, the emergence of the Mossy Oak Properties, Biologic, Nativ Nurseries, and Gamekeepers divisions displays the deep, genuine connection the Mossy Oak brand has with the land. After all, without the land and the resource, there is no need for camo in the first place, which is a primary reason for the total corporate commitment to Mossy Oak Properties.

As the brand approaches its fourth decade as a company, its strength in turning the heads and warming the hearts of the more than 40 million outdoor consumers continues to grow, aided in part by a multi-faceted marketing strategy that generates billions of consumer impressions annually. Mossy Oak’s brand strength permeates down into all of the Mossy Oak family of brands, giving them an advantage in an increasingly competitive marketplace.
In 1999, Mossy Oak’s founder Toxey Haas and his close friend Chris Hawley, a land broker by trade, decided to open the first Mossy Oak Properties office in Livingston, Alabama, the first of its kind in the land brokerage business. As a result, buyers, sellers, and brokers alike began gravitating to the fledgling company. Haas and Hawley knew they were on to something.

In September 2002, Mossy Oak Properties sold its first franchise, and the growth since then has been nothing short of phenomenal. To date, the Mossy Oak Properties network encompasses a broad range of independent land brokerage offices across the continental US and Alaska, and we are not slowing down anytime soon. We are the largest land brokerage network of our kind in the country; wherever rural and recreational land is sold, is where we will be.

The strength of the Mossy Oak brand is at the center of the success of the Mossy Oak Properties network. When potential clients see a Mossy Oak Properties ad in a magazine or a for sale sign on a property, it is the Mossy Oak icon—the most trusted in the outdoor world—that catches their eye and leads to that first contact. As our franchisees can attest, the brand alone creates a plethora of opportunities that simply would not exist if they were an independent broker.

The future is bright, and we are completely committed to creating increasing value for our network of land specialists via our national marketing campaigns, services portfolio, and emphasis on technology. Our growth will be predicated on continuing to associate with quality land specialist that share our vision and values.
MOSSY OAK PROPERTIES

TESTIMONIALS

The most powerful testament to the strength of the Mossy Oak Properties program is undoubtedly the praise from the folks using our product everyday—our network members. They are our greatest ambassadors, and are also pretty good at selling land.

“Prior to 2002, my business - Forest Investments, Inc. was a full service forestry consulting firm and real estate firm dealing exclusively in land transactions. Our total business was approximately 75% forestry and 25% real estate. Teaming up with Mossy Oak Properties seemed like a natural fit for us. Within one year of purchasing our franchise, our business shifted to 75% real estate and 25% forestry. Purchasing a franchise was the best business decision I ever made.” Rick Taylor - Mossy Oak Properties Forest Investments, McComb, Mississippi

“Since we joined the Mossy Oak Properties network in 2012, our mountain property sales have increased exponentially, and we will be opening additional Mossy Oak Properties offices in 2015. Being connected with Mossy Oak Properties is more like being part of a large family. Working with all of the Mossy Oak Properties team has been a great pleasure and established amazing sales results.” Bob Regester - Mossy Oak Properties Colorado Mountain Realty, Divide & Durango, Colorado

“It is truly amazing what being a part of Mossy Oak Properties has done for our real estate business. Prior to our joining the network, we were a local real estate company with limited reach. Becoming associated with the most trusted name in the outdoor industry brought national exposure and brand recognition, something no one else in Iowa can offer.” Nick Boley - Mossy Oak Properties Boley Real Estate, Keosauqua & Albia, Iowa

“Since joining the network in the spring of 2011, we have successfully grown our listing base by over 1600% and our sales to follow. The Mossy Oak Properties brand has also allowed us to effectively expand our presence from one office serving 6 counties to four offices in two states, has helped us attract top notch agents, and given us a platform to continue to grow our business well into the future. We all agree that joining the Mossy Oak Properties team was a great decision, and a solid business move!” Billy McOwen - Mossy Oak Properties NC Land & Farm, Mossy Oak Properties of Virginia, and Mossy Oak Properties SC Land & Farm

“Since our launch in 2011, we have been actively seeking agents to handle the almost overwhelming response from buyers and sellers looking for our services. We have definitely discovered the power of the Mossy Oak Properties brand; it’s also great to know that the staff is only one phone call away, and we appreciate all of the support thus far!” Brian Bauer - Mossy Oak Properties Land Sales and Services, Frazeysburg and Rockbridge, Ohio
THE NETWORK

The Mossy Oak Properties network is comprised of the best groups and individuals in the land brokerage business. We create an environment that encourages interaction and open communication for our network members by recruiting quality people who understand the value in relationships, and fostering cooperation. As a result, our network has cohesion, and deal flow between network members continue to rise.
MOSSY OAK PROPERTIES
BY THE NUMBERS

The old saying is that there is strength in numbers. If that is the case, the numbers below will show the strength of the Mossy Oak Properties program. A stronger program equals more opportunities for you as a Land Specialist.

- **300 Thousand**
  - Over 300k acres sold in 2016

- **$500 Million**
  - Over $500m in sales in 2016

- **2 Billion Dollars**
  - Over 2 billion dollars in active inventory

- **2300**
  - Transactions in 2016

- **270 Million**
  - 270 million hits on mossyoakproperties.com in 2016

- **8.5 Minutes**
  - 8.5 minutes per user session

- **45%**
  - Revenue growth between 2014-2016

- **600**
  - Over 600 network members

- **20 Franchisees**
  - 20 franchisees named to the Land Report’s 2016 “Best Brokerages” list
Launched in late 2014, the new state of the art Mossy Oak Properties corporate website is the by-product of feedback from our network designed to meet the needs of the consumer and our land specialists alike. Search engine optimization (SEO) is heavily incorporated into the site, giving our network a stronger presence on the web. The map or console search functionality is designed to aid consumers to locate properties of their choosing quickly and efficiently, and once on a listing page, provide them with pertinent info necessary to take the next step and contact the listing agent.

Additionally, content designed to educate consumers on aspects of land ownership will increase the clout of the network, and give the network quality content to share via social media. This content will also boost our SEO strength.

The surge in traffic the corporate site has experienced is nothing short of phenomenal, as hits jumped from 136 million in 2014 to 270 million in 2016, and user sessions currently average nearly 9 minutes. With continuing emphasis on search engine optimization and consumer utilization, we fully anticipate our growth trend to continue - which in turn should mean more leads and commerce for our network of land specialists.

Additionally, all listings feed automatically into the LandWatch, and Lands Of America and Land and Farm databases as featured listings via our web listing partnership.
MOSSY OAK PROPERTIES SERVICES

The Mossy Oak Properties portfolio of services is designed to add value to our network members by providing tools and value they would not have access to as an independent agent.

CERTIFIED LAND SPECIALIST TRAINING PROGRAM: Our proprietary Certified Land Specialist training program is designed to elevate the quality and knowledge of our land specialists. The 16 week, web-based training program is the best sales course in the land business; workbook and audio CD's assist in each agent's learning experience.

AGENCY SUPPORT: Designed to assist our network in leveraging the Mossy Oak Properties identity, our agency support and ordering system makes ordering customized business collateral, marketing materials and promotional materials easy. Powered by our partner, Bold Print Design Studio, mailers, social media setup, web design and more is all available via this portal with convenience and cost in mind.

DIGITAL MARKETING: Our Land Guide creator allows offices to easily produce high quality PDF brochures of their listings for use in an array of marketing activities.

EMAIL: Each Mossy Oak Properties office is given six mossyoakproperties.com email accounts, additional accounts are available and 24/7 customer support is available @ 1-866-392-3336.

PRODUCT PURCHASE PROGRAM: Leveraging Mossy Oak's vast list of licensees, MOP Has built a program that allows our offices to purchase products from select outdoor gear manufacturers at preferred pricing.

TRADE SHOW SERVICE: Mossy Oak Properties makes available to its network several trade show displays. Whether attending regional outdoor expos or local wild game suppers, these kits make a great first impression.

WEB LISTING PARTNERSHIP: All listings on MossyOakProperties.com automatically feed into the LandWatch, Lands of America and Land and Farm databases as featured listings. The total number of websites reached exceeds 550.

PROPERTY UPLOAD APP: Our property upload app gives agents the ability to upload properties directly from their smart phone or tablet, allowing them to be more efficient in the field.
TOXEY HAAS
CO-FOUNDER/CHAIRMAN OF THE BOARD OF DIRECTORS

Toxey’s obsession for getting closer to nature is the bedrock that Mossy Oak was founded on, and continues to be the force that leads the enterprise that includes Mossy Oak Productions, Mossy Oak Biologic, and now the most logical manifestation of Mossy Oak’s obsession to get closer to nature, Mossy Oak Properties.

LANNIE WALLACE
DIRECTOR/EXECUTIVE VICE PRESIDENT

Working for Mossy Oak since 1993, Lannie has had the pleasure of seeing Mossy Oak grow from its humble roots in Mississippi to a national symbol for the outdoors. Lannie’s experiences with Mossy Oak led him to Mossy Oak Properties where he oversees all aspects of the company.

PEGGY HAWLEY
FRANCHISE RELATIONS MANAGER

Peggy was instrumental in the launch of Mossy Oak Properties in 2001, and serves as the Franchise Relations Manager for Mossy Oak Properties, maintaining communication with our network of land specialists and ensuring their satisfaction. She combines her warm personality with a love for the Mossy Oak Properties network.

DAVID HAWLEY
FRANCHISE SALES MANAGER

David joined Mossy Oak Properties in 2008 as Franchise Sales Associate. In this role, he communicates with those interested in joining the Mossy Oak Properties network. With a degree in Real Estate Finance, David combines his understanding of the real estate market with his deep passion for the outdoors and land.

FOX HAAS
FOUNDING DIRECTOR

Mr. Fox, as most folks know him, inspired the obsession Toxey has to get closer to nature and inspires all the employees at Mossy Oak every day. Fox gives credit to Mossy Oak’s success to Toxey’s dedication and his wife Evelyn, who sewed camouflage clothing for countless hours in the early days of Haas Outdoors.

CHRIS HAWLEY
PRESIDENT/DIRECTOR/CO-FOUNDER CHIEF EXECUTIVE OFFICER

As the co-founder of Mossy Oak Properties, Hawley has been the Chief Executive Officer and a Director of Mossy Oak Properties since its incorporation in April 2001. Hawley uses his land brokerage experience and dedication to Mossy Oak to guide and direct the growth of Mossy Oak Properties.

RESA MCCLAIN VICKERS
MARKETING MANAGER

Moving from Mossy Oak Brand Camo to Mossy Oak Properties, Inc. in March, 2007, Resa is instrumental in planning, designing and implementing marketing strategies and programs for the corporate brand.

CHRISTIE SMITH
OPERATIONS MANAGER

Christie joined the Mossy Oak Properties team in August, 2007, prior to that she spent seven years in sales service and accounting. Christie will assist in daily operations as well as coordinating corporate services and procedures for Mossy Oak Properties.

MATT WATSON
GRAPHIC DESIGNER

From packing camouflage orders in the Mossy Oak Brand Camo warehouse in the late ‘90s as a teenager, Matt made his way back into the Mossy Oak family in 2012. With over 10 years of experience as a Graphic Designer, Matt will create agency-worthy design elements to convey to customers and prospective agents what Mossy Oak Properties is all about.