

MOSSY OAK PROPERTIES

mossyoakproperties.com



**MOSSY OAK<sup>®</sup>**  
**PROPERTIES**



America's Land Specialist



**MOSSY OAK<sup>®</sup>**  
**PROPERTIES**  
 America's Land Specialist

# WHAT IS A BRAND?



While a brand is broadly classified as something that distinguishes one seller's 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-plus 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 experiences 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.

1.866.667.2289 | [mossyOakproperties.com](http://mossyOakproperties.com)



# THE MOSSY OAK PROPERTIES STORY



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.

When consumers engage a Mossy Oak Properties land specialist in the buying or selling of land, they do it with confidence, knowing that Mossy Oak Properties land specialists are just like them-land enthusiasts who live, sleep, and breathe the outdoors. For Mossy Oak Properties land specialists, the land business is not just a job, but a way of life.

From the corporate level, we ensure that our network embodies the core values of the Mossy Oak Properties brand-honor, integrity, and old-fashioned service. And we provide them tools, such as our extensive Certified Land Specialist training program that will make them better at servicing their customers. With the success we have had to date, it is clear that the consumer is clearly seeing the advantage of engaging the Mossy Oak Properties network of land specialists in the sale of their property or search of their favorite place.

1.866.667.2289 | [mossyOakproperties.com](http://mossyOakproperties.com)



## BUY WITH US. SELL WITH US.



For a brand that was birthed from a fistful of dirt, starting a franchised-based real estate network devoted to assisting buyers and sellers of rural and recreational land seemed natural. Since our start in 2002, our goal has been two-fold: provide the consumer access to the finest rural and recreational properties across the country by associating with the best land brokers in the business.

So why should you utilize the Mossy Oak Properties network? Because by design, our network of land specialists is just like you: folks that understand and have a passion for land and the outdoors. Our brand,

network and services create a dynamic program not only for our growing network, but for you as the consumer. We provide tools and training to ensure our land specialists are on the cutting edge of representing and marketing properties and have the firepower to obtain the finest rural and recreational listings available. We place an emphasis on recruiting quality people that will in turn represent their clients in a fair and honest manner. Our network of land specialists have access to an unparalleled platform for selling rural and recreational properties, starting with our state of the art corporate website, web listing partnerships, national TV, print, social media and multimedia marketing initiatives, and much more.

We encourage you to become familiar with our network of land specialists. Whether you are looking to buy or sell property, contact your local Mossy Oak Properties office to discuss the benefits of buying or selling with them. You will be glad you did!

1.866.667.2289 | [mossyOakproperties.com](http://mossyOakproperties.com)



**MOSSY OAK<sup>®</sup>**  
**PROPERTIES**  
America's Land Specialist

# THE NETWORK

The Mossy Oak Properties network is comprised of the best groups and individuals in the land brokerage business, all unified under the Mossy Oak brand and committed to recruiting quality people who understand the value in long-term relationships, cooperation and client focus. As a result, our network members have cohesion, and deal-flow continues to rise. With every office we open, and every agent that joins our team, it creates more opportunities for our land specialists to network and co-broker. Independent brokers simply do not have that resource at their fingertips.



1.866.667.2289 | [mossyoakproperties.com](http://mossyoakproperties.com)

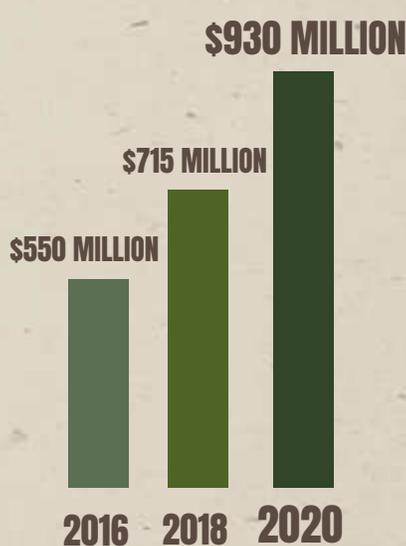


# MOSSY OAK PROPERTIES BY THE NUMBERS

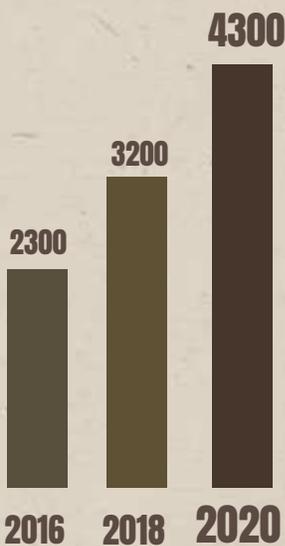
The old saying is that there is strength in numbers. If that is the case, the numbers below will show the strength of the Mossy Oak Properties program. A stronger program equals more opportunities for you as a Land Specialist.



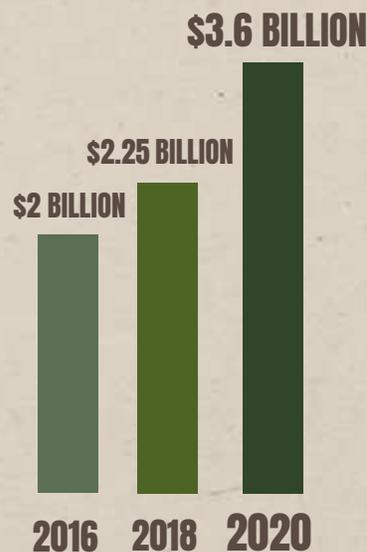
## SALES VOLUME



## ANNUAL TRANSACTIONS



## ACTIVE INVENTORY



Total Offices at Year End

**100**

Unique Web Visits

**10,487 / Day**

Unique Annual Web Visits

**3,827,754**

Annual Sales Volume Growth

**22%**

Mossy Oak Properties Sells a Property Every

**2 Hours**

1.866.667.2289 | mossyoakproperties.com



# INDUSTRY LEADING EXPOSURE

Mossy Oak Properties national marketing strategy is designed to provide our network and their database of listings with the highest level of exposure in the rural land sales industry. All network listings are placed on our state of the art corporate website, which received more than 3.8 million unique web visits in 2020, and are syndicated into land for sale websites, including LandFlip, Land Broker Co-op, LandHub, and more.



Our social media and digital marketing initiatives are aimed at connecting consumers with our land specialists and providing additional exposure for our listing database. We complement that with outdoor television and print ads that also position our network as America's Land Specialist and provide additional connection points with consumers.

Our national marketing platform complements our networks' local and regional marketing initiatives. This well-rounded strategy ensures if you are listing your property with Mossy Oak Properties, you are being provided local expertise with national reach, and if you are looking to buy rural property, you'll be able to find what we have available from anywhere online.

1.866.667.2289 | mossyoakproperties.com

# Find your favorite place.



**MOSSY OAK<sup>®</sup>**  
**PROPERTIES**  
America's Land Specialist

## LOOKING FOR LAND?

*At Mossy Oak Properties, we understand what you are looking for and how to find it. Trust our network of dedicated land professionals to help you find the perfect place. Whether it's rolling agricultural fields, open drifting plains or buck-filled bottomland, Mossy Oak Properties agents understand what you are looking for and why.*

*With over two billion dollars in listings across the country, the Mossy Oak Properties network of land specialists is the best source for finding your own favorite place.*

LOG ON TO [MOSSYOAKPROPERTIES.COM](http://MOSSYOAKPROPERTIES.COM) TO VIEW OUR VAST COLLECTION OF LAND FOR SALE OR TO FIND A LOCAL OFFICE.  
FOR MORE INFORMATION CALL 866-667-2289 | Each office is independently owned and operated.