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MOSSYOAK PROPERTIES



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America's Land Specialist



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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 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.



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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.

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.

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MOSSY OAK PROPERTIES TESTIMONIALS



“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. 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, 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 five 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 Land & Farms Realty, North Carolina, South Carolina and Virginia**



“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 Bauer Real Estate Company, Frazeysburg and Carroll, Ohio**

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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.



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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 buyer or seller of land.



SALES VOLUME



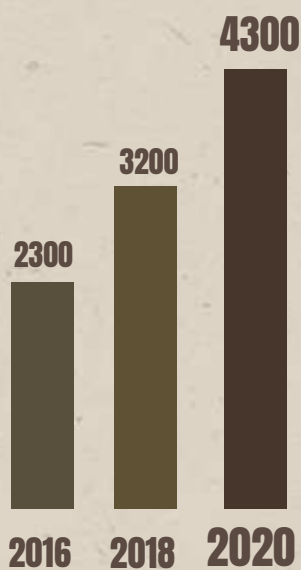
Total Offices at Year End

100

Annual Sales Volume Growth

22%

ANNUAL TRANSACTIONS



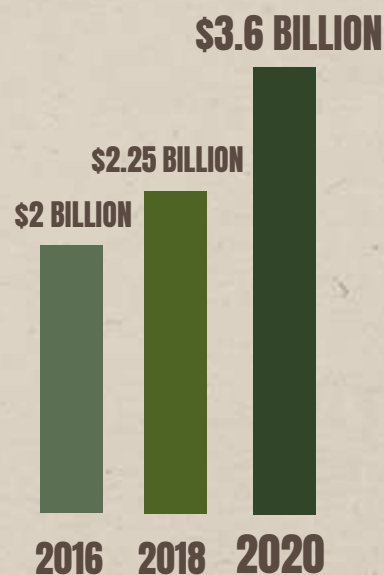
Unique Web Visits

10,487 / Day

Mossy Oak Properties Sells a Property Every

2 Hours

ACTIVE INVENTORY



Unique Annual Web Visits

3,827,754

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MOSSY OAK PROPERTIES SERVICES

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

WEB LISTING PARTNERSHIP: All listings on MossyOakProperties.com automatically feed into LandFlip, Land Broker Co-op and LandHub databases as well as others.

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 CDs assist in each agents learning experience.

ACCELERATOR: Mossy Oak Properties Accelerator is designed to educate new MOP Land Specialists on not only the benefits of our company, but also the tried and true principles of sale and marketing found throughout our network.

MOPGOODS.COM: The MOPGoods.com ordering portal is a site offering the network an expanded apparel and promotional line. All items include the Mossy Oak Properties logo and in some cases a customized office logo. The site is built on the proven Shopify platform. This is a great opportunity for branding your business.

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 @ 855-552-5290.

PRODUCT PURCHASE PROGRAM: Leveraging Mossy Oaks 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.

PREFERRED VENDOR PRICING: Mossy Oak Properties utilizes group pricing to provide cost saving measures for its network. Vendors include mapping, sign, direct mail and social media management companies.

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OUR PEOPLE



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 a multi-faceted enterprise focused on connecting people with the outdoors.



CHRIS HAWLEY
PRESIDENT/DIRECTOR/CO-FOUNDER/CEO

As the co-founder of Mossy Oak Properties, Hawley has been the CEO and a Director of Mossy Oak Properties since 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.



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.



DAVID HAWLEY
VP NEW BUSINESS & DEVELOPMENT

Surrounded by the Mossy Oak brand his entire life, David's passion for the enterprise and its people parlay into his role as VP of New Business & Development. In this capacity, he oversees franchise sales and growth strategies, as well as assisting in the companies' social media and digital marketing efforts.



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.



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.



**RESA MCCLAIN
VICKERS**
MARKETING MANAGER

With nearly 20 years of combined service to Mossy Oak and Mossy Oak Properties, Resa has been instrumental in planning, designing and implementing marketing strategies and programs for the corporate brand and the Mossy Oak Properties network.



JASON CLEVELAND
GRAPHIC DESIGNER

Since joining the Mossy Oak enterprise in 2008, Jason has worn a number of hats, all focused on creating impactful content for the brand. As graphic designer for Mossy Oak Properties, his talents drive the companies' message with professionalism, as well as provide a resource for our brokers and agents.



PEGGY HAWLEY
FRANCHISE RELATIONS MANAGER

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



PAIGE MILLER
STRATEGIC BRANDING COORDINATOR

Paige serves as our Strategic Branding Coordinator, in which she oversees organic social media efforts, eBlast initiatives, PR, and other digital marketing campaigns. Since joining our team in January 2020, she has quickly gained an appreciation for our network and the role we all have in shaping their success.



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