



MOSSY OAK[®]
PROPERTIES
America's Land Specialist

The Brand

THE BRAND

In addition to the over two billion consumer impressions generated by the Mossy Oak brand annually, Mossy Oak Properties implements strategic marketing plans each year that increase the awareness of the MOP network of offices and position the network as the most qualified and trusted source for land transactions.

PUBLIC RELATIONS

In addition to the efforts made locally through our offices, Mossy Oak Properties stays in constant communication with a vast network of writers and editors. Mossy Oak Properties has been featured in such publications as Kiplinger's Personal Finance, Forest Landowner, GameKeepers, The New York Times and The Wall Street Journal.

PRINT ADVERTISING

Mossy Oak Properties print ads are run strategically in publications that reach qualified consumers; increasing awareness of the network and reinforcing its position as the most qualified and trusted source for rural and recreational real estate transactions. Seen by millions of consumers this year, Mossy Oak Properties print ads are placed in such publications as *The Land Report*, *Open Fences*, *Turkey Call*, *Progressive Farmer*, *Quality Whitetails* and *Gamekeepers Farming for Wildlife*.

TELEVISION ADVERTISING

Through our partnership with Mossy Oak Productions, Mossy Oak Properties reaches more than 60 million households via the Outdoor Channel and the Pursuit Channel. MOP's spots are seen in primetime on Dream Season Workin Man, Gamekeepers of Mossy Oak and Mossy Oak the Obsession Revealed.

MOSSYOAKPROPERTIES.COM

Each Mossy Oak Properties office markets its listings and services on the corporate website: www.mossoakproperties.com. Our site averages over 3,600 user sessions per day. A "user session" is a series of hits to our site over a specific period of time by one visitor. The average length of time users stay on the [mossoakproperties.com](http://www.mossoakproperties.com) site is over 6 minutes; consumers are getting to the site and staying there a significant amount of time. For the 12 month period of January through December, 2013, www.mossoakproperties.com received more than 103 million hits, up from 64 million in 2012.