



MOSSY OAK[®]
PROPERTIES
America's Land Specialist

The Brand

THE BRAND

The Mossy Oak brand is the world's most trusted and recognizable outdoor brand, generating over two billion consumer impressions annually. Additionally, 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.

Our close association with the Mossy Oak brand gives our land specialists an added layer of credibility in the marketplace. We encourage full "brand integration" and provide our network with an array of marketing tools to leverage their identity as a Mossy Oak Properties land specialist.

WEB PRESENCE

Each Mossy Oak Properties office markets its listings and services on our new state of the art corporate website. Our site averages over 6800 user sessions per day, and over eight minutes per user session. For the 12 month period of January through December 2016, www.mossyoakproperties.com received more than 270 million hits, up from 194 million in 2015.

Additionally, our offices' listings feed into the LandsOfAmerica, LandWatch and LandAndFarm systems as featured listings for a reduced rate of \$180 per quarter per office.

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. Our "Find Your Favorite Place" ad campaign will be seen by millions of consumers this year, as Mossy Oak Properties print ads are placed in such publications as *The Land Report*, *Open Fences*, *Turkey Country*, *Progressive Farmer*, *Quality Whitetails* and *Gamekeepers Farming for Wildlife*.

TELEVISION ADVERTISING

Via our relationship with Mossy Oak Productions, Mossy Oak Properties reaches more than 60 million households via the Outdoor Channel and the Pursuit Channel. Our "Find Your Favorite Place" ad spot featuring Jeff Foxworthy is currently airing in primetime on Drury Outdoors' Dream Season-The Journey, Gamekeepers of Mossy Oak, The Lindsey Way, Mossy Oak's Country Roots, Primos Truth About Hunting, Wallhanger TV, and Ducks Unlimited TV.