



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

*America's Land Specialist*

**FIND YOUR FAVORITE PLACE**

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





# FROM A FIST FULL OF DIRT... TO AMERICA'S OUTDOOR BRAND

Many companies can say they started from the ground and worked their way up. Our story goes even deeper—with a fist full of dirt and the roots of a 200-year old southern oak.



In 1986, Mossy Oak creator Toxey Haas had the vision to take a handful of Mississippi dirt, sticks, and leaves and transform it into a brand new type of camouflage. Since that day, the Mossy Oak brand and family of companies has become a symbol of the outdoor consumers' obsession with getting closer to nature and living their best life outdoors.

For the over 47 million outdoor consumers, Mossy Oak's simple yet collective brand mission resonates due to our corporate values, authenticity, and people. If you

love the land and the outdoors, Mossy Oak is the brand that defines that obsession; it is a brand that you are proud to feel connected to.

In a recent survey of outdoor brands, 97% of respondents recognized Mossy Oak, and for 56% of respondents we were the outdoor brand that best represented their lifestyle. Our market share in the camo space is nearly 2-to-1 over our nearest competitor, and we are honored to be dubbed the "Official Camo of Conservation" due to our company-wide commitment to conservation organizations and causes, and efforts such as our Mossy Oak Properties National Day of Conservation.

As our brand approaches its fifth decade as a company, it continues to foster goodwill with consumers and continues to advocate for the goodness of the outdoor lifestyle. The Mossy Oak brands' awareness and strength continues to bring value and a competitive advantage to those associated with it.

We'd be honored for you to be a part of our family tree!

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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



"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 six offices in three 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, Frazeyburg and Carroll, Ohio**



"The Mossy Oak brand gives us instant credibility, and almost an unfair advantage over the competition." - **Terrell Brazell - Mossy Oak Properties Coastal Land and Real Estate, Georgia**

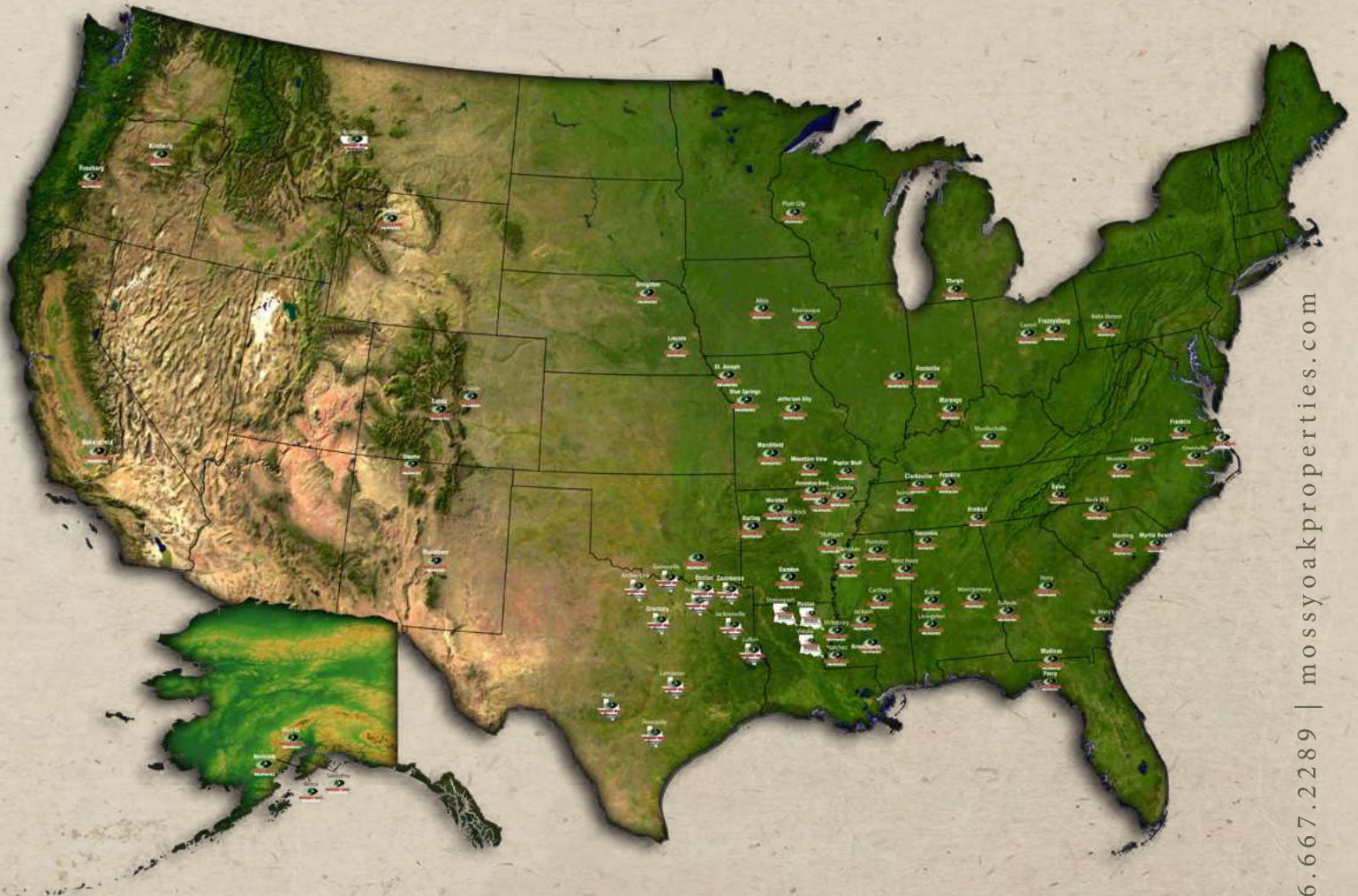
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# THE NETWORK

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.







# 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.



**\$1.4  
Billion**

Over \$1.4B Sales in 2022

**4300**

Transactions in 2022

**325K**

Acres Sold in 2022

**11,470**

Sessions/Day on  
MossyOakProperties.com in 2022

**600**

Over 600 Network Members

**4  
Million**

Sessions on  
MossyOakProperties.com in 2022

**12.6  
Million**

Impressions thru  
Google Ads in 2022

**59  
Million**

Impressions thru  
Social Media Ads in 2022

## Mossy Oak Properties Sells a Property Every 2 hours!



Mossy Oak Properties, Inc. does not double count transactions

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# INDUSTRY LEADING EXPOSURE

In addition to the local and regional advertising executed by our network, Mossy Oak Properties executes a myriad of marketing campaigns aimed at building brand awareness for our network and their listing database, as well as driving consumers interested in buying or selling land to MossyOakProperties.com. Our state of the art corporate website averages 11,000 unique visitors per day.

We engage in traditional avenues such as outdoor TV (Drury Outdoors' Thirteen and Gamekeepers TV) and print publications (The Land Report and Gamekeepers), as well as emerging avenues such as our Fist Full of Dirt with Cuz Strickland podcast. We also invest heavily in

expanding our digital footprint through platforms such as Facebook and Google Ads. In 2022, our social media campaigns yielded over 2.5M unique website visitors, and created over 59M impressions. We have steadily increased that budget in 2023, placing an emphasis on local and regional exposure for listings as well as our network offices.

We also utilize Google paid search and display/retargeting ads to reach consumers in the active search phase, and average over 80K unique website visits per month from these initiatives, and experience an average of an 9% click-through rate, well above the industry standard of 3%. This is largely due to our overwhelming brand strength.

Our organic search engine optimization efforts enable us to be extremely competitive in searches surrounding land for sale. We complement that by feeding listings to LandFlip, LandSearch, LandHub, Land Broker Co Op, AcreBin, and The Land Market.

Our focus is on giving our network and their listings the maximum amount of exposure. With a new corporate website launched to give consumers and network members alike a more streamlined and impactful experience, Mossy Oak Properties has a comprehensive strategy at maximizing value for anyone that chooses to enlist the help of America's strongest outdoor brand and America's Land Specialist!



## INDUSTRY LEADING DIGITAL PLATFORM



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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.

**CORPORATE WEBSITE:** All Mossy Oak Properties network members place their listings on our new state of the art website, which is powered by REALSTACK's industry-leading listing and consumer relations management software.

**WEB LISTING PARTNERSHIP:** All listings on MossyOakProperties.com automatically feed into LandFlip, Land Broker Co-Op, Land Search, Land Hub, and others. We also provide feeds to Land.com sites as well as MyStateMLS for members of those sites.

**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.

**ACCELERATOR:** The Mossy Oak Properties Accelerator program is designed to complement our CLS course and educate new MOP Land Specialists on our company and the tried and true sales and marketing practices found in 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. The site is built on the proven Shopify platform. This is a great opportunity for branding your business.

**EMAIL:** Each Mossy Oak Properties agent is given an @mossyoakproperties.com email account powered by Google. This gives agents access to the GSuite portfolio of business apps.

**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.

**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.



# 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 Director of New Business. 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 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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