



It's not a passion...
It's an obsession.

"25 years ago, what we know as the Mossy Oak brand began as a camouflage company and the "Bottomland" pattern. Today, the brand encompasses the entirety of the outdoor lifestyle! Clearly, a life outdoors, always has and always will begin and end with the land. That's why today, we have made Mossy Oak Properties a top corporate priority, and are completely committed as a team to be the best rural and recreational real estate enterprise in existence. The land is indeed the bedrock of our lives, and through the Mossy Oak Properties network, we are able to most effectively align outdoor enthusiasts with some of the nation's finest rural and recreational properties.

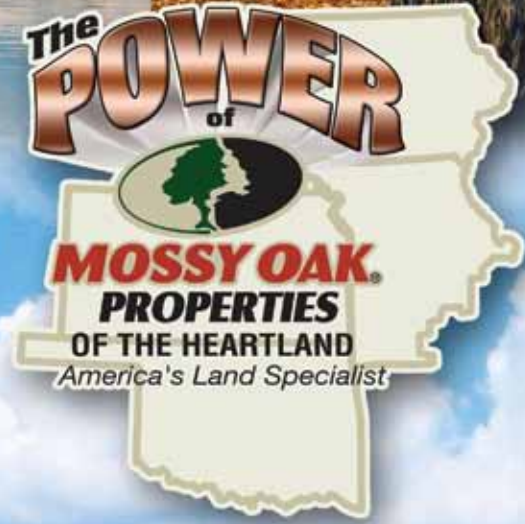
While the growth achieved over the past seven plus years has been remarkable and humbling, clearly we are just scratching the surface of the enormity that this opportunity possesses. The addition of Mossy Oak Properties of the Heartland signifies a quantum leap in both the geographic breadth and skilled depth of the team. They are land, family, and outdoor enthusiasts just like us, whose primary objective is not only to bring recreational buyers and sellers together, but to become the very best in the nation at it! The American heartland is one of, if not THE premiere recreational areas in the country. I speak for all of us in saying that we are sincerely thrilled to have Mossy Oak Properties of the Heartland on board with us, sharing the vision and ideals of our great brand and team in this very key region"

Toxey Haas —Chairman and Founder, Mossy Oak

Now go ahead... dig in!



P.O. Box 10854
Fayetteville, Ar. 72703



Heartland Growth & Management, LLC
P.O. Box 10854
Fayetteville, Ar. 72703
479-409-6252

"Developing a network of Mossy Oak Properties offices in the Heartland of America"

Each office is independently owned and Operated





Partnership Opportunity

Heartland Growth & Management, LLC is the franchisee and brand developer for Mossy Oak Properties in Oklahoma, Kansas, most of Missouri and Iowa. We are aggressively seeking brokers, agents, auctioneers, outfitters, guides, taxidermist, rainmakers and others that have a passion for the outdoors, recreational real estate and see the power of the Mossy Oak Properties brand as their way to grow an exciting and rewarding land brokerage business. **We have partner opportunities available in these states.**

If hanging your real estate license in one of our offices to leverage the Mossy Oak Properties brand to grow your land sales is all you need, we want to hear from you today. We will develop and open 34 offices in OK, KS, MO and IA by the year 2015.

Never sold real estate? If you are the right candidate we can show you how to get your real estate license in your state and teach you how to have a rewarding career selling recreational real estate by leveraging the most trusted brand in the outdoor world. Selling recreational real estate can be done part time or as one of our "rainmakers".

Want to join us?

Call 479-409-6252

visit our website

www.mossyoakpropertiesheartland.com

or email us at

briansmith@mossyoakproperties.com

The Power of the Brand...

Mossy Oak Properties website

www.mossyoakproperties.com



2007 – **16 Million Hits**

2008 – **25 Million Hits**, 750 - 9½ minute User Sessions per day.

2009 – Projected to have had 33 Million Hits

Results; **41 Million Hits**, 971 - 10 minutes User Sessions per day.

We expect an even bigger surge in 2010 due to our recent partnership with the Pursuit Channel and other targeted marketing efforts.

Land Specialist Training Certification

Everyone in our network completes the 16 week certified training course designed specifically to teach skills that enhance our recreational real estate knowledge and capabilities far outreaching our competition and industry standard.

Brand Recognition

Through our partnership with our parent company, Mossy Oak, more than **1.3 Billion** impressions are delivered annually and still growing. Mossy Oak Properties ads are seen by more than **6.1 Million** targeted consumers in various media outlets annually.

Network Power

The Mossy Oak Properties network currently has over 300 associates in 56 offices in 16 states. Unprecedented growth has our network on track to almost double in size by the year 2015.

Looking for Land?

If you are in the market for recreational or investment real estate we can find it if we don't already have it.



Want to Sell Your Land?

Let the power of the brand and network go to work for you. It is no secret that the recreational influence of land has become the driving force behind land prices and demand. No other land brokerage network knows the outdoors and outdoorsmen better than we do. Let us find your buyer.



Auction Services

We believe that if you brand it they will come... Let our team of auction experts organize and **market** your property at one of our Mossy Oak Properties branded auctions. It works.

Land & Resource Management



"Your property shouldn't be another job for you; it should be ours..."

If anyone knows how to manage the resources of the land we do. We have been doing it for years. Because of our partnership with Mossy Oak we have the resources to make the experience of owning your own piece of ground one of great pride and enjoyment.

- Absentee Landowner Programs
- Land Resource Management and Enhancement
- Food plots, stand placement, game camera management
- Government Program Placement
- Roads, ponds/lakes, fence, lodge/cabin construction



RecDivision™ Services

"Now you can...."

Recreational Subdivisions are the wave of the future. Our innovative concept allows more people the opportunity to own a piece of their own prime recreational property at a fraction of the cost. With land prices and the cost of maintaining prime recreational property on the rise and the limited use of these properties by their owners makes our RecDivision Services appealing to the land investor as well as the person wanting to sell their land.

"This is truly a "now you can" concept when it comes to owning prime recreational property."

– Brian D. Smith CEO/Founder Heartland Growth & Management, LLC/ Mossy Oak Properties of the Heartland