

For further info, contact:

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LAND BROKER^{MLS}

designed by Open Fences

2021

MARKETING PARTNERS

The goal of our distribution strategy is to place copies of Land Broker MLS magazine into the hands of the people you would like to engage. This focus has made distribution a cornerstone of our success. Our relationships with the outdoor industry's best companies and organizations are the foundation of our Preferred Marketing Partner program. These programs establish exclusive distribution channels with prestigious groups whose members and/or clients are qualified buyers and sellers of premiere rural real estate. A filtering process is utilized to limit distribution to those who have an affinity for hunting, fishing, equine, agriculture, land investment and/or other outdoor recreation and interests.

Current Marketing Partner's include Holland & Holland, Berretta, Clint Orms, relevant private jet FBO's, hedge funds and investment advisors, as well as the Texas Hunter & Jumper Association, Morgan Stanley, PlaneClear (jet service), NCHA and NRCHA among others. We continue to benefit from our exclusive access to 7,000 oil and gas industry owners, senior management and professionals.

DIGITAL MAGAZINE

- Each issue is digitized and distributed around the globe reaching over 3,000 international readers.

CUSTOM MAILINGS

We specialize in custom mailing programs to insure your listings reach a targeted audience tailored specifically to your needs. Our sales team is here to work with you to make sure we meet your distribution goals and objectives.

Our 25,000+ printed magazines are mailed "compliments of" the affiliated organization. Studies demonstrate readership and retention are improved when readers receive information from a trusted and known source. Our digital magazines reach over 30,000 readers an issue, with over 3,000 international readers from China, Russia, Germany, Italy, Spain, Brazil, Canada, Mexico and the UK.

Open Fence's Custom Cover presents your property on the cover of up to 500 copies of the national magazine with an image ad for your company on the inside front cover. This listing and retention tool allows you to guarantee an owner their property will be on the cover. You will receive office copies, and the balance of copies are mailed at our expense.

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PREFERRED MARKETING PARTNERS

We affiliate with the most trusted and respected companies and organizations that cater to affluent outdoor enthusiasts with rural real estate interests. Our magazines are mailed with a "compliments of" label from the Preferred Marketing Partner. Studies demonstrate readership and retention are improved when readers receive information from a trusted and known source.

A few of our Preferred Marketing Partners Include:

(contact us for more examples)

Holland & Holland – Holland & Holland, with offices in New York, London, Paris and Moscow, is one of the world's premiere custom shotgun and rifle manufacturers. Single guns often cost over \$100,000 and their private client list exceeds 4,700 of the nation's most affluent outdoor consumers.

National Cutting Horse Association – The NCHA promotes and celebrates the cutting horse and the thousands of ranch and farm owners represented by its membership. The NCHA lifetime and overall membership lists we utilize exceed 7,000 horse, ranch, and farm enthusiasts.

REALTORS® Land Institute – RLI is a membership organization created for and by land sales experts to build knowledge for its professional members by offering programs and services designed to assist them in brokering, selling, developing and managing our most precious resource – land. The RLI nationwide membership exceeds 1,100.

Beretta Galleries – Their retail philosophy is to recreate the spirit of "outdoor life" while offering a variety of upscale products that help consumers get more out of life. Their private client mailing lists exceeds 1,100 affluent outdoors men and women nationwide.

Liquidity Event Targets – Studies demonstrate that liquidity events are a call-to-action for buyers; we invest in information to track liquidity events (IPO's, mergers and acquisitions, stock option exercises) and filter such information to identify those people who have a high likelihood of becoming an active buyer. Our exclusive access to over 7,000 oil & gas professionals is a subset of this strategy.

Clint Orms – A nationally recognized silversmith and engraver producing some of the finest belt buckles anywhere. Clint recently won first place at the Western Design Conference in Cody, Wyoming, as Best Artist in Jewelry.

National Reined Cow Horse Association – The NRCHA was formed to preserve the training techniques and riding styles of the California "vaquero" (cowboy) of early California history.

COS Management – London-based hedge fund with clients worldwide.

• Studies demonstrate **readership and retention are improved** when readers receive information from a **trusted and known source.**

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BROKER LISTS

Each Broker client is recognized by peers as a leading, trusted and respected rural real estate expert. We mail up to 250 copies of each edition to our Broker's private mailing list. These lists are comprised of clients, farm, ranch and recreational land owners with which the Broker has an established relationship and whom is known to have interest in and the ability to purchase exceptional rural real estate.

PREFERRED DISTRIBUTION DESTINATIONS

Land Broker MLS magazine is shipped to select establishments visited by affluent consumers who have a commitment to the outdoor rural lifestyle. Our Preferred Distribution Destinations include exceptional hunting and fishing lodges, private jet FBO's, venture capital firms and selected retail and service establishments. We frequently add locations that help us achieve our mission of delivering superior marketing results each issue.

- Up to 500 copies to **your private mailing list!**
- Trade Show Participation **Nationally and Internationally!**

TRADE SHOWS AND EVENTS

We recognize the importance of participating both as a sponsor and as a distribution partner with the correct shows and events nationally and internationally. Our participation at shows and events is constantly expanding and changing to maximize the effectiveness of our distribution.

UNITED STATES

National Cutting Horse Association
Pin Oak Charity Horse Show
Safari Club International
Winter Equestrian Festival
Rolex Kentucky 3-Day Event
Spring Gather Horse Show
Dallas Safari Club Convention & Sporting Expo
Houston Safari Club

INTERNATIONAL

Olympia - The London International Horse Show, UK
JAGD & HUND International Expo for Hunting
and Fishing, Dortmund, Germany
CLA Game Fair, UK
French Game Fair, France
Dubai Cup, Dubai

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