

Ohio's Outdoor and Recreational Property Specialists

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Who We Are

Ohio Outdoor Properties is a dedicated team of real estate professionals specializing in the marketing of outdoor recreational properties. Through our association with Cabela's Trophy Properties (CTP), one of the most recognized names in the outdoor industry, we are uniquely positioned to match buyers and sellers of recreational land throughout the country. We specialize in selling a very niche product - hunting land, farm land, marinas, golf courses, wetlands, gun clubs, deer farms, trout farms, equestrian facilities, and other similar outdoor recreational properties.

Ohio Outdoor Properties offers buyers the opportunity to own their own dream farm where their friends and family can go 4-wheeling, horseback riding, hiking, canoeing, hunting, and fishing, while spending quality time together in the outdoors. Buyers count on us to find property to watch wildlife, to relax, and to enjoy peace and quiet.

Sellers benefit by using Ohio Outdoor Properties as a tool to capitalize on our network of qualified buyers, as well as our experience with the intricacies of recreational land transactions. Our marketing platform offers sellers the opportunity to maximize land value and exposure through our high net worth commercial client database, our 109 offices across the country, and our newest tool, the Cabela's Trophy Properties marketing program.

- Ohio Outdoor Properties will act as the broker for all Cabela's Trophy Properties in all 88 counties of Ohio
- In addition to standard real estate marketing materials such as MLS systems, Ohio Outdoor Properties' national network and CTP provides an extensive selection of property listings and ensures sellers maximum exposure nationwide.
- Unlike our competitors, we have an in house marketing staff and advisors solely dedicated to all CTP efforts.
- We are a network of professionals committed to serving people who enjoy the outdoor lifestyle.



Marketing Strategy and Venues

RECREATIONAL PROPERTY MARKETING PLAN

Ohio Outdoor Properties, in participation with Cabela's Trophy Properties, will develop and initiate a marketing plan to best represent and procure a buyer for the property. Ohio Outdoor Properties has a unique and distinct advantage for reaching buyers of this caliber across the United States. Below is a summary of the services and strategies we will use to market your property to its fullest potential.

CABELA'S LISTING SERVICE

The Cabela's listing service is possibly our greatest tool in exposing your property to the national as well as local markets. It is located on the official Cabela's website and is featured on the main page and can be accessed from any page during a client's web-site session. Cabela's recently received an award for being voted the best website for online e-commerce, ease of use, and product display format. The property would be displayed using a detailed description with photos and aerials in full color. The site can be accessed on the web at www.cabelastrophyproperties.com or via a link on www.ohiooutdoorproperties.com.

BROCHURE DEVELOPMENT

Specific marketing materials will be developed just for the subject property. One of the best methods of portraying a summary of a property is a detailed color brochure. The brochure will include important property facts, detailed descriptions of assets and various color photographs. This brochure will be used in conjunction with the catalog in direct mailings, presentations and emailed materials. As a follow up a presentation in a similar format to this one will be developed to accommodate the interests of long distance prequalified clients. The use of CD and/or DVD will be available and include full photo or video sessions, with information to provide the client a full and detailed presentation of the opportunity.

INTERNET MARKETING

In addition to the Cabela's Trophy Property website, other internet sites are utilized to provide each property maximum exposure. The property may be listed on various websites including landandfarm.com, landwatch.com and others to market to potential buyers. More than 80 percent of buyers shop the internet for their "dream" location. Our advertising drives consumers to the CTP website with detailed information for each property.

LoopNet LISTING SERVICE

LoopNet is a commercial and vacant land listing service for investors. As a member of this program, we will list the property, if qualified. LoopNet is the internet's number one commercial real estate site. It is nationwide and focuses on introducing buyers to investment opportunities. Once a property is listed, the LoopNet data base searches for registered buyers who have searched in the past using criteria that our listing falls into. At that point, it sends an alert to us and them notifying us of a potential buyer that matches our property offering. Contact information is available and we present the opportunity. It has proved to be an instrumental tool on large acreage, unique lake front, business opportunities or investment quality properties.



AFFILIATIONS

Ohio Outdoor Properties believes that an active participation in organizations which our buyers would subscribe to is an important networking tool. With that said, we are affiliates or event participants with Whitetails Unlimited, Trout Unlimited and Ducks Unlimited. With this inside connection, our sponsorship is well known and our message is presented to an audience of known recreational property users.

PRINT MEDIA

Even with the ever-growing presence of the internet in our lives, print media still has a great impact on advertising. Ohio Outdoor Properties proposes to show the property as a listing in local publications. This would include a short description in our ad. To inform Ohio buyers, select publications which cater to higher income subscribers will be researched and ads submitted accordingly.

OHIO RECIPROCAL ALLIANCE

Throughout the state of Ohio, cooperation with Realtors will be crucial in marketing this property. Positive word of mouth marketing is still the most effective, and creating a healthy network of cooperative agents is pivotal to any advertising campaign.

OHIO OUTDOORS PROPERTIES WEBSITE

Internet is the easiest and most unobtrusive method of introducing a buyer to a property. For that reason we maintain a website which would feature the subject property. The website is a great way for buyers to view your property and get an idea of the quality of service we provide.

CABELA'S DIRECTED ADVERTISING

To make the general public aware of the services Cabela's Trophy Properties offers they implement directed advertising intended to drive potential clients towards our listings. One method they use is a page advertisement in their hunting, fishing, and camping products catalogs. The ad is located near the end of the publication near some interesting facts about hunting opportunities or new Cabela's outlet locations. Another method Cabela's uses to direct buyers is television campaigns. For example during the show, "Memories in the Field" aired on OLN, a commercial explaining Trophy Properties and its value to the recreational property buyer is presented. A new Cable promotion has started with a commercial promoting Cabela's Trophy Properties. The rotation will include OLN, ESPN2, Outdoor Channel and Mens Channel to name a few. Furthermore, Cabela's advertises in the official publication of Safari International. Safari International is a hunting club for the very top of the hunting and fishing enthusiasts with demographic and spending habits that more than qualify this group as a target market. Cabela's takes a full page ad informing them we carry "The finest Sporting Properties for Sale" and directs potential clients to the listings of Cabela's Trophy Properties brokers. This directed marketing helps inform the public of our presence in recreational real estate. Each ad entices readers or viewers to visit the website, order a catalog, or call, eventually leading the client to our listings.



SCREENING

All inquires regarding this property will be promptly responded to. Those expressing a serious interest will be interviewed and pre-qualified. Those pre-qualified prospects who express additional interest will be accompanied to the property.

SHOWING

All pre-qualified prospects will be encouraged to visit the property. Ohio Outdoor Properties will make arrangements with the seller's approval to show the property, and will accompany all prospects on the property, pointing out features and benefits to the prospects.

NEGOTIATING AND CLOSING

Ohio Outdoor Properties will work with all interested prospects, addressing their concerns, overcoming their objections, and working towards the submission of offers. Ohio Outdoor Properties will be functioning as the exclusive agent of the seller and will be looking out for the interest of the seller. A disclosed dual agency will be discussed in detail if a buyer is in-house as may be required. Purchase agreements will be negotiated and signed. The closing process will be monitored and requirements of title companies, attorneys, accountants, and other interested parties will be met.

PRICE AND TERMS

The asking price of any property is critical to the success of a marketing effort. Even the most aggressive campaign will be compromised by an unrealistic offering. Terms like "Shop Warn", "Fishing", "Low Flying Angel" or "I don't have to sell" will in most cases affect the eventual success or failure of a marketing attempt. The rationale behind an offering price will be tested by the buying public directly or through the efforts of other cooperating brokers. It will be explored, analyzed and in most all cases subject to a competitive evaluation. Information with regards to its competitive standing will be critical now and during the marketing process. We want to make sure we understand the offer price, so we can communicate the basis for this value to prospective buyers in a convincing manner. The realities of the current market are challenged at best; all efforts to capture every opportunity must be developed. An integral part of this will be to select a list price that will not be missed by a MLS search that may be in \$10,000 increments. It is for that reason I would recommend a list price that is increment sensitive. We expect to offer this property for sale for cash only. Prospective buyers proposing more creative means of acquiring this property will be encouraged to make an offer. A response to that offer will be prepared in conjunction with seller's desires and financial plan as may be appropriate.



1031 EXCHANGE

If your property was purchased with the intent of investment purposes, the use and benefits of a tax deferred exchange, as defined in section 1031 of the Internal Revenue Code of 1986, as amended, offers investors one of the last great opportunities to build wealth and save taxes. By completing an exchange, the investor (Exchanger) can dispose of their investment property, use all of the equity to acquire replacement property, defer the capital gain tax that would ordinarily be paid, and leverage all of their equity into the replacement property. Two requirements must be met to defer the capital gain tax: (a) the Exchanger must acquire "like kind" replacement property and (b) the Exchanger cannot receive cash or other benefits (unless the Exchanger pays capital gain tax on this money).

In any exchange the Exchanger must enter into the exchange transaction prior to the close of the relinquished property. The Exchanger and the Qualified Intermediary enter into an Exchange Agreement, which essentially requires that (a) the Qualified Intermediary acquires the relinquished property from the Exchanger and transfers it to the buyer by direct deed from the Exchanger and (b) the Qualified Intermediary acquires the replacement property from the seller and transfers it to the Exchanger by direct deed from the seller. The cash or other proceeds from the relinquished property are assigned to the Qualified Intermediary and are held by the Qualified Intermediary in a separate, secure account. The exchanged funds are used by the Qualified Intermediary to purchase the replacement property for the Exchanger.

MARKETING TERM

It is recommended to provide for a full cycle of seasonal promotions, we would like to represent the property with a listing term totaling 18 months.

CONCLUSION

Ohio Outdoor Properties looks forward to reviewing any questions regarding our services with you as well as beginning the work of fully developing this marketing plan. Should you at any time have questions please do not hesitate to contact us 24 hours a day, 7 days a week, 365 days a year.

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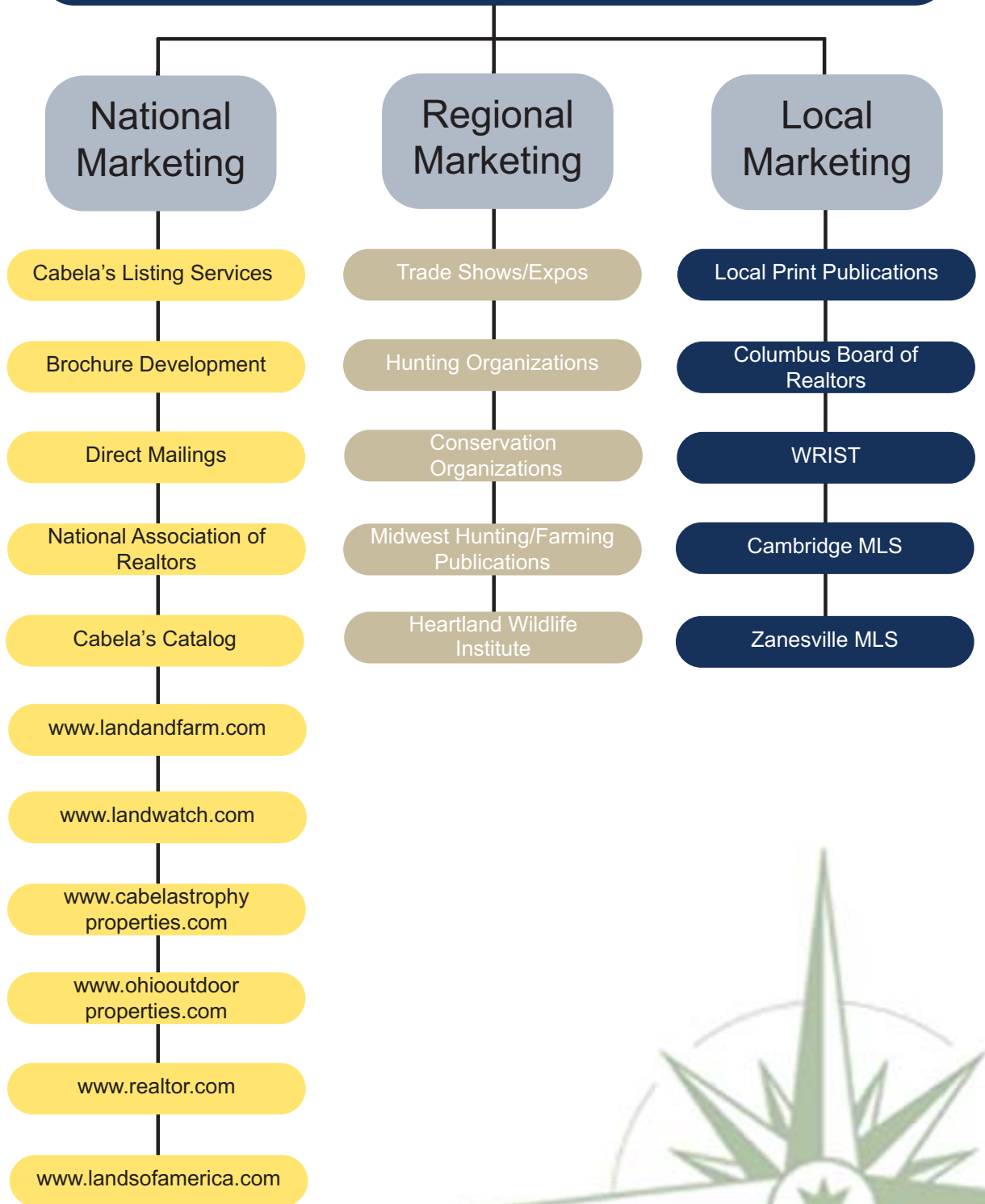
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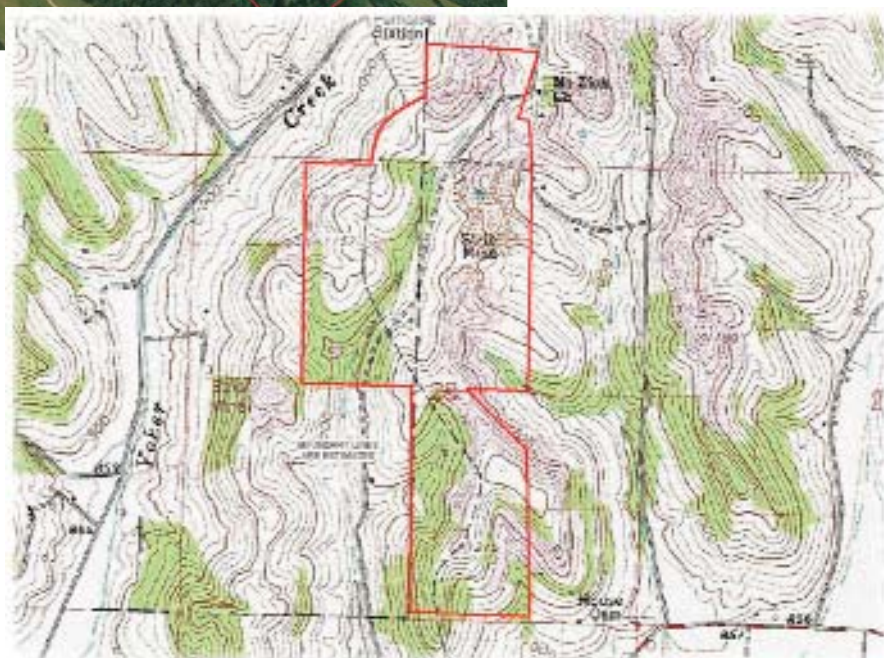


Ohio Outdoor Properties



MAPPING SERVICES

Ohio Outdoor Properties has the ability to map each listing for potential buyers and clients. Using in-house methods, the team is able to create both aerial maps and topographic maps with way points so the location and boundary lines for each listing are clearly presented and understood.



Why Ohio Outdoor Properties

TEAM APPROACH

Ohio Outdoor Properties is a dedicated team of real estate professionals specialized in the area of recreational property. Through an association with Cabela's Trophy Properties, a wholly owned subsidiary of Cabela's and one of the most recognized names in the outdoors industry, the group has ability to match buyers and sellers of recreational land throughout the Midwest.

INFORMATION SYSTEMS

The combination of Ohio Outdoor Properties' vast network and Cabela's Trophy Properties comprehensive and sophisticated marketing program provides recreational land investors an extensive selection of property listings and ensures sellers maximum exposure for properties.

MARKET COVERAGE

Ohio Outdoor Properties has been selected as the exclusive broker for Cabela's Trophy Properties for all 88 counties in Ohio. Our marketing platform offers sellers the opportunity to maximize land value and exposure through our high net worth commercial client database and our newest tool, the Cabela's Trophy Properties marketing program.



Experience

OVERVIEW

The Ohio Outdoor Properties real estate professionals assigned to the Property Marketing Team (the "Team") have significant business experience and real estate brokerage and development skills with over 45 years of combined experience.

MARKETING TEAM

Our Marketing Team consists of four brokerage professionals, a wildlife management specialist and three administrative and marketing staff, which provides thorough coverage in all outdoor and recreational properties throughout all of Ohio. Resumes of the team are included on the following pages.





RICHARD B. SCHUEN, CCIM, SIOR
President

CAREER SUMMARY

Richard is a founding principal of Ohio Outdoor Properties as well as Grubb & Ellis|Adena Realty Advisors. He is responsible for the company's strategic direction and works closely with the firm's key investment and service clients in providing creative solutions to their real estate problems. Richard also oversees the brokerage activities and is intimately involved with developing solutions for the company's marketing assignments.

With more than 20 years of experience in the real estate field, Richard's expertise includes acquisition and sale of investments, financing, marketing, development, strategic planning, project design and construction administration.

EXPERIENCE

Prior to forming Ohio Outdoor Properties and Grubb & Ellis|Adena Realty Advisors, Richard was a top producer in the office group at Mathews Click and Associates and a senior appraiser with US Realty Consultants where he provided consulting and valuation services for income-producing properties on behalf of institutional investors and lenders. He also gained seven years experience in the real estate industry as a senior associate specializing in investment sales with CB Commercial.

EDUCATION

- Bachelor of Science in Business Administration, Finance and Marketing
- Ferris State University
- Graduate Courses in Real Estate and Finance
- The Ohio State University

PROFESSIONAL AFFILIATIONS

- Certified Commercial Investment Member – CCIM Professional Designation
- Society of Industrial and Office Realtors - SIOR Professional Designation
- Columbus Commercial Industrial and Investment Realtors (CCIIR)
- Columbus Board of Realtors
- Ohio and National Associations of Realtors



COMMUNITY ACTIVITIES

- Board Member – Stepping Stones Learning Center
- Board Chair – Worthington Adventist Academy
- Board Member – Mount Vernon Academy
- Director – Harding Hospital Medical Center
- Director – Harding Evans Foundation
- Director – Insight Bank

CLIENTS SERVED

Sun Life Insurance
Pharmacia & Upjohn
GMAC Mortgage
JMB Institutional Realty Corp.
National City Bank
USF&G Insurance Company
RREEF
Excel Logistics
City of Columbus
Greystone Realty Advisors

AMB Properties
Townsend Capital
G.E. Capital Corporation
Legg Mason Realty Advisors
Prudential Insurance Company
Crown Life Insurance Company
MicroCenter
State Teachers Retirement Systems of Ohio
New York Life
Bank One/Chase





WAYNE COOPER
Vice President, Ohio Outdoor Properties

CAREER SUMMARY

Wayne specializes in Outdoor and Recreational Properties for Ohio Outdoor Properties. He is a focused and experienced hunter of Whitetails, Turkey, Pheasants, Ruffed Grouse and other small game. His love and passion for the outdoors along with extensive experience in real estate will assist you in fulfilling your outdoor property dreams and adventures.

EXPERIENCE

Prior to joining Ohio Outdoor Properties, he was the was a health care executive for Memorial Hospital of Union County for over 20 years with primary responsibilities in construction, master planning, materials management and customer service. Wayne also worked for HER residential market for over four years.

EDUCATION

- West Virginia Northern Community College
- Ohio University

PROFESSIONAL AFFILIATIONS

- National Assoc. of Realtors
- Ohio Assoc. of Realtors
- Whitetails Unlimited
- Ducks Unlimited
- Pheasants Forever
- National Wild Turkey Federation





DON ROGERS
Senior Associate, Ohio Outdoor Properties

CAREER SUMMARY

Don Rogers is a consummate professional with more than 20 years of real estate experience in Ohio. Specializing in the acquisition, development and sale of vacant land, Don works with both buyers and sellers to help them make educated real estate decisions.

EXPERIENCE

Prior to joining Ohio Outdoor Properties, Don was a top professional at Countrytyme Realty, where he helped buyers with evaluating new farm acquisitions. He has also led numerous seminars for clients and customers, including "Build on Your Lot" information sessions. He also specialized in working closely with "hard-to-sell" inventory, using his unique skill set to help build Countrytyme into a \$50 million company.

Don also enjoys restoring old homes and barns. He enjoys the art and craft that comes with wood working and construction. Other interests include outdoors activities, recreational land development, the great conversations that come along with land sales and of course Ohio State football. Don is also a 50% Owner/manager of Ohio Land Connection Ltd.

EDUCATION

The Ohio State University Newark
Business Administration





MATT GOFF
Associate, Ohio Outdoor Properties

CAREER SUMMARY

Matt Goff is a tenacious and skilled real estate professional with a background in buying and developing land.

EXPERIENCE

Prior to joining Ohio Outdoor Properties, Matt was a buyer, developer and sales agent at Countrytyme Realty. During his time at Countrytyme, he purchased more than \$4 million worth of property and developed those properties into \$6 million worth of inventory. He also sold more than \$2.5 million in lots and large farms.

Matt also has experience providing outstanding customer service and spent more than 10 years at Dyna-Lift Inc, a complete full service Nissan, Mitsubishi and Barrett forklift dealership. He is also a 50% Owner/manager of Ohio Land Connection Ltd.

Matt enjoys being outdoors, rehabbing houses, recreational land enhancement and photography.

EDUCATION

Westland High School
Marketing Major





BILL PENESTON
Wildlife Management, Ohio Outdoor Properties

CAREER SUMMARY

Bill Peneston is a skilled wildlife biologist with more than 25 years of experience and a founder of Heartland Wildlife Institute. A consultant to numerous property owners, Bill specializes in wildlife ecology and behavior, including the creation of food plots, seed blends, mineral supplements, and deer feeds to increase the value of land.

EXPERIENCE

Prior to consulting with Heartland Wildlife Institute, he taught wildlife management for more than a decade at Hocking College. An avid bowhunter with nearly 60 whitetail bow kills, he is an experienced outdoorsman and dedicated conservationist. A graduate of SUNY at Plattsburgh, Bill earned a bachelors degree in Wildlife Management and a masters degree in Biology/Ecology.

EDUCATION

SUNY at Plattsburgh, Bachelors Degree - Wildlife Management
SUNY at Plattsburgh, Masters Degree - Biology/Ecology

PROFESSIONAL AFFILIATIONS

Quality Deer Management Association
Ruffed Grouse Society
National Wild Turkey Federation





LESLIE A. HOBBS
Client Services Manager

CAREER SUMMARY

Leslie specializes in business development, brand standards, company marketing initiatives, and market research for recreational outdoor properties.

EXPERIENCE

Leslie is responsible for marketing and research for Ohio Outdoor Properties, working closely with a team of marketing specialists to create key proposals and integrated marketing plans. She also spearheads the research component of the brokerage, ensuring the integrity of Ohio Outdoor Properties' market data and offering clients custom analyses and reports to make sound investment decisions.

Prior to joining Ohio Outdoor Properties, Leslie was the Marketing Manager at Prudential Locations, Hawaii's largest locally-owned residential real estate firm. At Prudential, some of her responsibilities included serving the marketing needs of 250 brokers, re-vamping the high-end, luxury brand of Fine Homes International and managing a direct mail program that sent out 60,000 pieces annually. Before joining the real estate industry, Leslie worked in internal communications and marketing for the corporate office of Things Remembered, a specialty retailer with more than 700 stores.

EDUCATION

- Bachelor of Science in Journalism – Public Relations
Ohio University, E. W. Scripps School of Journalism





JACKIE E. GULASY
Senior Marketing Specialist

CAREER SUMMARY

Jackie has been working in marketing for commercial real estate for over two years, helping to ensure a cohesive marketing package for every clients needs. She works hand-in-hand with the marketing specialist for Ohio Outdoor Properties creating innovative marketing tools. In addition, she also provides support to Grubb & Ellis|Adena Realty Advisors and CenterPoint Development, LLC.

EXPERIENCE

Prior to joining Ohio Outdoor Properties, Jackie worked as a marketing assistant for Grubb & Ellis|Thomas Linderman Graham in Raleigh, NC. She was responsible for the marketing and administrative assistance of six commercial real estate brokers. Her day-to-day tasks included compiling marketing flyers and proposals, file creation, preparing aerials and maps as well as performing basic site searches. Jackie was also responsible for the supply inventory and ordering for the Raleigh office.

EDUCATION

- Bachelor of Arts in Political Science, Minor is History and Minor Equivalent in German
- The University of Pittsburgh

CLIENTS SERVED

CSX
AT&T
BGK
General Electric
Verizon

Aetna
LabCorp
RREEF
Citigroup
The Kroger Company





DANIELLE L. BISHOP
Marketing Specialist

CAREER SUMMARY

Danielle specializes in the field of marketing support for Ohio Outdoor Properties. She works hand-in-hand with the staff, vendors and clients to better serve Ohio Outdoor Properties and its clients. In addition, she also provides support to Grubb & Ellis|Adena Realty Advisors and CenterPoint Development, LLC.

EXPERIENCE

Prior to joining Ohio Outdoor Properties, Danielle learned marketing and public relations skills as a communication intern for National Church Residences. She was responsible for both internal and external marketing collateral for 300+ properties. While attending The Ohio State University, she learned management and client service skills as an Assistant Manager for Pier 1 Imports.

EDUCATION

- Bachelor of Arts in Strategic Communication
The Ohio State University

CLIENTS SERVED

- | | |
|-----------------------------|---------------------------------|
| Ferguson Express | Body Structure |
| STA Travel | Once Upon a Child |
| Burger King | Shell Oil Products US |
| Nationwide Mutual Insurance | Jimmy John's Gourmet Sandwiches |
| Rite Aid | Ritter's Frozen Custard |
| Liberty Fitness | Sun Life Financial |
| RREEF | First Industrial |
| Prologis | Meritex |



Fee Structure

FEE STRUCTURE

COMPENSATION

Ohio Outdoor Properties shall be paid the following fee schedule for successfully completing the sale of your property.

Buyer with co-op Realtor representation	7%
Buyer Direct to Ohio Outdoor Properties	6%

LISTING CONTRACT DURATION

The listing contract shall be for a term of 18 months from the date of execution of a listing agreement. We have attached a sample listing agreement for your review.



Outdoor Land Partnerships

IPX 1031 Exchange Services

1031 exchanges offer investors the ability to dispose of their investment property, use all of the equity to acquire replacement property and defer the capital gain tax that would ordinarily be paid. Using an intermediary such as Investment Property Exchange Services will help make your transaction smooth and compliant with IRS codes.

Ohio Outdoor News

Ohio Outdoor News is the premier information site and publication for outdoor enthusiasts interested in our state. The staff at OON have a great network throughout the state that reaches a broad spectrum of subscribers, readers and contributors from Ohio Dept of Wildlife officials to the local bait shop owner. We encourage all of our clients to utilize this resource.

Heartland Wildlife Institute

Heartland Wildlife Institute is an Ohio based company lead by Bill Peneston. This companies services are available to both buyers and sellers of recreational land. Services include the finest programs in deer and wildlife management plans, mineral and food plot supplementation, timber and pond management, and much more.

