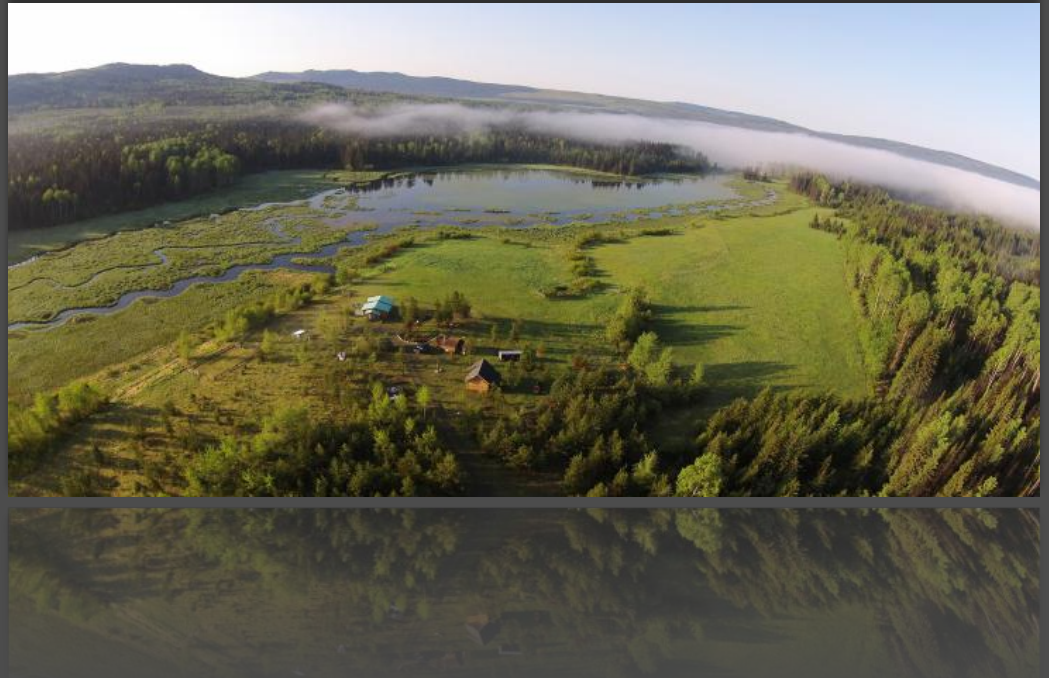


**McCowan's**  
**SPORTING PROPERTIES**



## MARKETING PROPOSAL

McCowans Sporting Properties is a small family business with a history rich in the outdoors. Being a family business you will get a more personalized experience working with us than a large brokerage firm. We know the outdoor lifestyle well and live it every day. We have shared the same dream as your potential buyers.

We are well known in the outdoor industry as specializing in selling hunting, fishing, resort, and recreational properties. Buyers come to us to find their dream property - they want to live a lifestyle and we help them find that perfect fit. In fact, if a buyer is in the market for a property such as this, it is guaranteed they have visited our website or spoken to us at some point in time during their search.

We specialize throughout Western Canada and can bring you results by exposing your property to the right buyer. We are continually updating our marketing strategies to stay ahead of the changes which are driving the marketplace.

McCowans

## HARRY MCCOWAN

Harry brings with him a wealth of knowledge when it comes to hunting properties. He outfitted himself for 30 years and can relate to you and your business. There is no other Realtor in the industry which can come within reach of his expertise. If you have a hunting business to sell you want Harry on your side.

Harry has been in the hunting industry for 40 years and the real estate industry for 30 years. Harry realized his niche 20 years ago when he put the two passions together and ever since he has been a force to be reckoned with.

Harry has been a bush pilot for 30 years and owning a plane himself allows him access to your remote property. Access into some of the remote properties we sell is key and no other Realtor in the business has this same advantage. Not to mention, no one knows the province quite as Harry does. There is a good chance he has already flown your area at some point in time.

Harry's connections in the hunting industry are far reaching. He is THE source for hunting businesses in Western Canada. If you are not listing with Harry you are selling your business short before you've even started.



## LYNZY McCOWAN

Lynzy has been a licensed Realtor for 16 years. She started her career selling residential real estate and quickly came to the realization that her passion lay in outdoor properties. She decided to join forces with Harry and expand the business to include commercial and recreational outdoor properties: resorts, cabins, fishing lodges, traplines, and ranches. The fit for McCowans to expand into this market was a natural transition and she hasn't looked back.



Lynzy has experience in dealing with License of Occupation, Crown Lease and Share sales, which can all be extremely involved. If you have a property such as this you want Lynzy directing you through the process to ensure a smooth sale.

Lynzy has a real passion for the outdoors and can relate to buyers who share that same passion. She has a way to convey and portray your property to a buyer through a mutual love of the outdoors.

Lynzy is passionate and competent at what she does and along with Harry's connections in the outdoor industry she is the Realtor you want working for you.

McCowan

## CAROL McCOWAN

Carol is the person behind the scenes that keeps everything running smoothly. She has a history in the real estate industry and is extremely competent in the office. She keeps McCowans on track and streamlined.

She started in the outdoor industry 30 years ago running a hunting and fishing lodge out of Terrace. Being in the outdoor industry herself has provided her with vast experience and if you have the pleasure of catching her on the phone you'll find her to be very helpful with a knowledge that is far reaching.



McCowans

The screenshot shows the McCowans Sporting Properties website. The top navigation bar includes links for HOME, LISTINGS, SERVICES, OUTDOOR MARKET, MEET THE MCCOWANS, and CONTACT US. There are also social media icons for Facebook and Twitter. The main content area features two property listings, each with a 'SOLD' sign icon, a photo, a map, and detailed text.

**JEWEL LAKE RESORT #942**  
**\$995,000**  
**Size:** 34 deeded acres with 420' of lake frontage  
**Fish Species:** Rainbow and Brooke Trout  
**Location:** NE of Greenwood, BC  
**Improvements:** Office, 8 Cabins, Owner's Residence, 40+ Campsites, 2 Shower Houses, 2 Docks, Shops

**PREMIER FLY-IN FISHING & HUNTING LODGE #954**  
**\$1,100,000**  
**Size:** Crown Lease just under 1 acre  
**Game Species:** Black Bear  
**Fish Species:** Lake Trout, Northern Pike, Arctic Grayling and Whitefish.  
**Location:** NE Saskatchewan  
**Quotas:** Unlimited Black Bear  
**Improvements:** 4,500 sq. ft. lodge, 6 staff cabins, staff lounge/washroom, outdoor camp & various

One of our most powerful tools we can offer you is our website. We have worked many years to promote and build our website to what it is today. The key to it being so successful is targeting the right audience. The people viewing our website are real buyers looking to buy their dream outdoor property. If not today, than tomorrow.

Over 90% of Buyers today find their dream property on the internet. Your property will have a full online brochure complete with information, pictures, maps, area description, equipment lists, etc. This allows your property to be marketed on a worldwide scale and gives potential buyers the information they need in order to make an informed decision now.

## PROFESSIONAL PROPERTY BROCHURE

We believe your property needs more than an online brochure, it also needs a full colour printed brochure to set it apart from other properties out there. This can be mailed to potential buyers and other Realtors or emailed in a PDF format. This goes beyond the typical feature sheet which you generally see and sets your property apart from others being viewed. The PDF version also goes on the internet to positively influence a Buyer's decision through in-depth and quality information. We work together with you to ensure our brochure is correct and as complete as possible. It will contain information from potential opportunities for your property to information on the surrounding area & the lifestyle your property or business affords. The properties we are selling are generally bought for a lifestyle change, so let's play to that.



## MLS SYSTEM

One of our other most powerful tools is the multiple listing system (MLS). Exposing your property to the MLS system advertises it to over 18,000 Realtors across the province and many thousands more across Canada and the world. We encourage other Realtors to work with us in selling your property. Many other Realtors may have never dealt with a property such as yours; we provide them with extensive information and help direct them through the entire process. A good majority of our listings do not have a traditional freehold title, so by working with other Realtors we can ensure a smooth sale process.



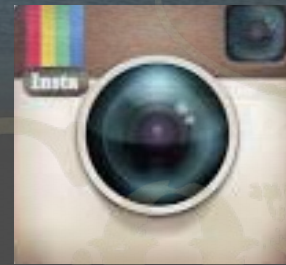
MLS doesn't just reach out to Realtors; the public knowledge of MLS is also extremely high with millions of hits each month. CREA has also launched the new Realtor.ca app for iPhones, Blackberry's, and Windows' phone applications. By uploading your full colour brochure to your MLS listing it assures Realtors and Buyers alike have not just feature sheets, but a professional brochure showcasing your property.

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## SOCIAL MEDIA

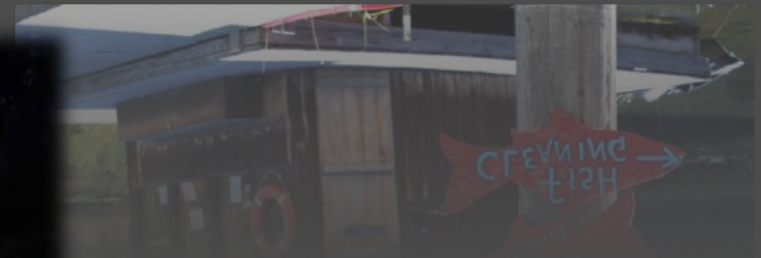
Social media in the world we live in now is such an important tool. To get full exposure on your property we wouldn't be doing you justice if we did not take advantage of the massive opportunity available through social media. I believe for potential buyers it provides them with a low-pressure and more credible approach compared to some other more traditional advertising outlets. At a minimum we take advantage of Facebook, Twitter & Instagram to entice people to "share" and "like" your property online, which in turn exposes it to a larger market. Essentially online networking in the new age. Our online marketing offers info of value not only to a large following, but also the correct following.



MCCOWANS

## INDIVIDUALIZED MARKETING STRATEGIES

We recognize that each property or business we list is unique and will require it's own personalized marketing plan. There is no one that is more of an expert on your property than yourself. For that reason, we are more than willing to listen to your thoughts and ideas and work with you to come up with a winning strategy.



We are not your typical Realtors that fit the mold, so why should your property be any different?

McCowan's

The McCowans are an unstoppable team to be reckoned with. You want us on your side. In the outdoor industry you will find no other source as competent to sell your property due to our vast knowledge, experience and connections in the outdoor industry.

When a well-organized and highly recognized team with an extraordinary brand specifically zeros in on a niche market, aspirations are met.



*Selling the Last Frontier*

HARRY ♦ LYNZY ♦ CAROL

McCowans