

HuntFishProperties.com



Your Premier Resource for Advertising Recreation Properties

Why Advertise Your Property Online?

Every year the research published by the National Association of Realtors shows the vast majority of all property buyers used the Internet as an information source before buying real estate. We don't need to point out that when it comes to recreational property, buyers often take considerable time to research the area and the local real estate market.

Advertising your properties online allows the buyer to locate you and the properties you offer from anywhere in the world. Each ad tells the unique story of the property in rich detail along with pictures for added impact.



HuntFish Properties brings qualified buyers to your door through very targeted advertising to people who love the great outdoors. Through National advertising campaigns using TV, radio and very targeted publications the HuntFish properties website delivers potential buyers to you.

While most realtors may already have a website they are often hard for buyers to find via major search engines. This is because most sites are not well optimized to appear at the top of search results listings. The HuntFish Properties service is designed to drive Internet traffic from major search engines to you in as little as 4 clicks.

How Buyers Find Us and You!



HuntFish Properties attracts potential buyers through our comprehensive search engine marketing campaigns using organic search engine optimization and pay-per-click advertising at major search engines like Google, Yahoo and MSN. Through the use of hundreds of carefully researched and refined “key words” our pay-per-click ads are presented when a search for recreational properties occurs.



We accomplish this by researching the key terms or words that provide the most effective results for properties offering opportunities for hunting, fishing, camping, horse & cattle ranching, snowmobiling and just about everything “outdoors”. Certain key words are non-geographic such as:

- Horse Ranch
- Fishing Lodge
- Mountain Home
- Hunting Property
- Flyfishing Cabin

Other key words are geographically oriented and are optimized as we begin to advertise properties in your market.



In summary, HuntFishProperties.com’s search engine optimization provides your properties national and international exposure through popular non-geographic search terms such as “vacation homes” or “lake front property”. Geographic search terms vary from market to market and more key words are added every week. Contact us to see which terms are active for your property category or market area.

Television Advertising Campaigns

HuntFish Properties is now running 30 second commercials on many of the top cable networks popular with recreational property buyers. The commercial features people of all ages enjoying the great outdoors while horseback riding, hunting, fishing, snowmobiling and relaxing at sunset. We are constantly testing our advertising message, along with the hundreds of outdoor programs offered on both a regional and national basis.

Our commercials will appear on ESPN Outdoors, The Outdoor Channel, Outdoor Life Networks (OLN), The Men's Channel, Outdoor Sportsmen's Television and Fox Sports Network.



Radio Advertising Campaigns

What does the avid outdoorsman listen to on their way to the river? Field & Stream Radio of course!

There are dozens of radio programs and networks broadcast every day. HuntFish Properties 30 second commercials can be heard on Field & Stream radio, Outdoor Sportsmen's Radio Network, ESPN Radio, Fox Sports Radio, along with many Regional outdoor radio programs. Both XM Radio and Sirius Radio have plans for an "Outdoorsman" channel. We would like to advertise on these satellite networks when these new channels are launched.



Print Advertising Campaigns

Full color ads are continuously running in several nation publications read by recreational property buyers. We are constantly testing the results of our print advertising to generate the maximum number of qualified buyers to the HuntFish Properties.com site. Publications featuring our advertising and the occasional article about our service include:



Big Game Adventure
Field & Stream
Fly Fisherman
Gun Dog
Guns & Ammo
American Whitetail
Safari Times
Horse & Rider
Farm & Ranch



Safari Club Magazine
Outdoor Life
Bow Hunter
Florida Sportsman
Wild Fowl
In-Fisherman
WI Outdoor Journal
Quarter Horse News
Outside

Trade Show Advertising

HuntFish Properties representatives will be attending many of the top trade shows and conventions catering to the Recreational Property Buyer each year. Advertising in the trade show guides and daily show newspapers increases buyer awareness of the properties and the services offered via the website.

Some of the trade shows include:

International Sportsman Expos

Safari Club International

NRA National Convention

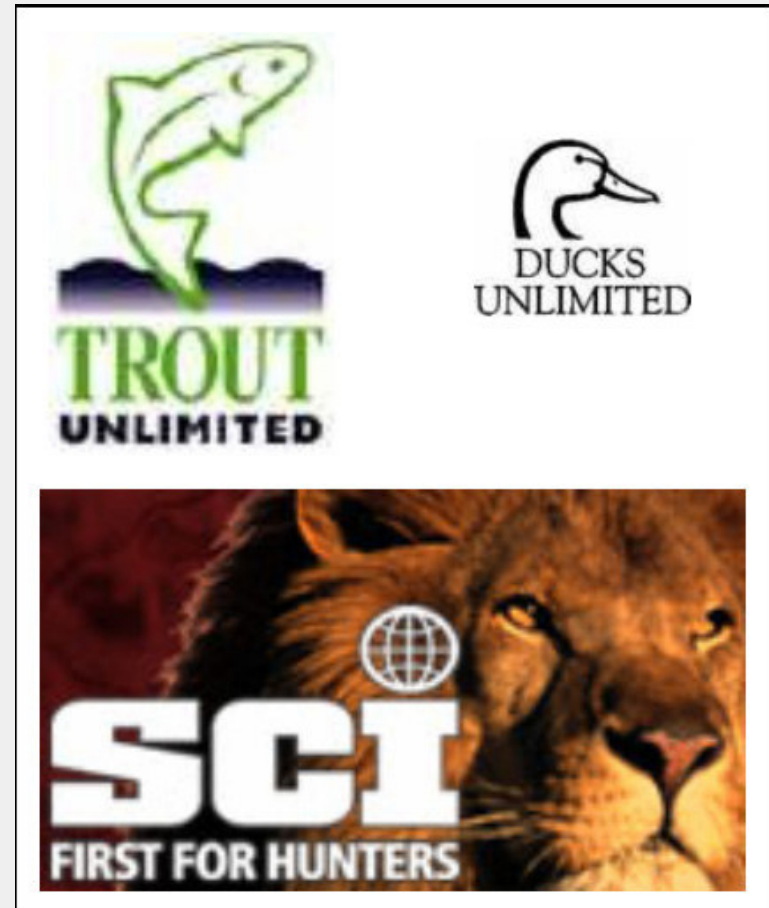
Rocky Mountain Elk Foundation Convention

Trout Unlimited National Convention

Ducks Unlimited National Convention

Regional Boat Shows

National Shot Show



Visitor Contests

Frequently HuntFish Properties will manage a contest via the website to attract visitors interested in Recreational Properties. In order to submit an entry, visitors answer a series of short questions, which provide us with information on the type of properties they are searching for, along with price and location parameters.

Prizes include travel to top hunting and fishing destinations with guides and outfitters, outdoor hunting and fishing gear, magazine subscriptions and other valuable prizes. Visitors are asked if they would like to receive email announcements on new property listings and upcoming events. Members can always “opt-out” of future email announcements.



Let's get started creating your ad. It's easy and fast to put your best properties on our site. Click the advertising link on the home page to begin. Visit us at:

<http://www.huntfishproperties.com/advertising.php>