



**THE VOICE OF THE HUNTING LEASE INDUSTRY**

Greetings and thank you for your interest in the AHLA's Certified Associate Program.

Serving as the trade association for the hunting lease industry since 2010, the American Hunting Lease Association works hard to educate landowners and hunters about the benefits a hunting lease can provide for all parties. Landowners and hunt clubs reach out to us every day for guidance, information and risk management solutions. In short, we have become the Voice of the Hunting Lease Industry and we are proud to serve in that role!

We have built an informative, user-friendly website ([www.ahuntinglease.org](http://www.ahuntinglease.org)) that generates traffic from all corners of the country, serving the needs of anyone interested in learning more about hunting leases. As hunters that enjoy our own leases, we understand the questions and concerns that many hunters and landowners have. We work hard to generate articles, graphics and presentations that answer those questions and promote a well-executed hunting lease.

I would like to invite your company to join the American Hunting Lease Association's Certified Associate program and help us unite the hunting lease industry and insure its continued growth. Prospective customers recognize AHLA Certified Associates when they see our logo on your company's website, social media platforms and company literature.



As a unified industry, we can better define markets and trends, stand together when the hunting lease concept is challenged and create fair competition, all while continuing to prove to hunters and landowners that a hunting lease may be their best option.

Please take a close look at this packet and consider the benefits the AHLA can provide to you and your company. Please feel free to call me directly with any questions about our program. Our number is toll free (866-782-6330) and our office is open Monday thru Friday, 8:00 am to 5:00 pm (EST).

We are truly here to grow the entire hunting lease industry and to help you grow your company!

Take Care and Hunt Safe,

Sean Ferbrache, *AHLA Chief Operating Officer*

*The American Hunting Lease Association is committed to the overall health and success of the hunting lease industry and its influence on the American hunting landscape.*



## Certified Associate Benefits

***AHLA Certified Associates (CA)** receive advantages and benefits that dramatically enhance their ability to reach prospective landowners, gain new customers (hunters) and stand out as trustworthy, professional companies.*

- **Accountability.** Every Certified Associate must agree to the *AHLA Professional Standards and Ethics Agreement*. By agreeing to this code of conduct, landowners, hunters and other hunting lease companies will recognize an AHLA Certified Associate as one that is worthy of their trust. Furthermore, AHLA Certified Associates will set the industry standard for acceptable business practices and serve as an example for start-up companies.
- **Use of the AHLA Certified Associate Logo.** The AHLA Certified Associate logo is a symbol of professionalism, honesty and unity. Displaying it on your company's website and printed material will identify you as a company that holds itself to the highest professional standard.



*\* Only Authorized CAs may display logo*

- **Unity.** Success of an entire industry relies on the cohesive relationship between participants. Together, we can stand and support our industry while fairly competing to prosper. As the hunting lease industry continues to grow, there will be organized opposition and the likelihood of legislation that may or may not favor our efforts. It is imperative that the industry unite and push our collective agenda forward insuring the future of the hunting lease concept. AHLA Certified Associates are the backbone of the entire industry.
- **Gain Exposure.** Hunters and Landowners are looking for you right now. Can they find you? SEO, PPC, blogs, social media and even direct mail are expensive and can quickly spiral out of control with little or no results. As a Certified Associate you can leverage our reach and traffic for your benefit. The AHLA is currently positioned in the top 3 of our 10 most searched keyword phrases and we continue to optimize for broader searches. Additionally, our monthly newsletter is emailed to nearly 30k subscribers. CAs are featured in the monthly newsletter through articles, links and property spotlights. The AHLA also has an aggressive social media strategy that continues to expand our reach and your exposure. When hunters and landowners are searching for the right company, you have to be visible! The AHLA can make that a certainty!

- **Member Links.** All Certified Associates will be listed on the AHLA site with links directly to their respective sites. The AHLA has a full time digital marketing/web development staff that works every day to market and drive traffic to our site. Your company logo and link on our site will add credibility to your company and give you the broad reach you need to compete.
- **Additional Revenue Opportunities.** As a Certified Associate, you will be eligible to offer the AHLA risk management program (hunting lease insurance) to your clients, visitors or anyone referred by your company. The AHLA affiliate program pays a generous \$35 for every hunting lease insurance policy purchased using your company's affiliate number. It is a terrific way to increase revenue with virtually no effort. Many companies already use our program and have enjoyed tremendous success with it.
- **Use of AHLA Lease Agreement.** The AHLA lease agreement is sets the industry standard and contains updated terminology to establish and define the industry's intent and core objectives. It has been reviewed and scrutinized by state governing bodies and attorneys and has won approval without fail. Review it here ([www.ahuntinglease.org/hunting-lease-agreement](http://www.ahuntinglease.org/hunting-lease-agreement))
- **Trade Show Distribution/Lead Generation.** The AHLA routinely exhibits at trade shows across the country. AHLA Certified Associates are welcome and encouraged to provide brochures or literature to be distributed. Landowners and hunters routinely approach the AHLA booth asking about reputable companies to lease with or from. We want to tell them about your company!
- **RSS Feed.** Take advantage of thousands of AHLA members and hunt clubs looking for leases with our RSS feed. We can list your company's available leases on our site with direct links back to your site. Listings are automatically updated as you add or remove listings on your site. Just another way the AHLA can enhance your exposure and drive more business to your company!
- **Guest Blog Post Exchange.** The key to relevancy and high search placement is content. The more authoritative content your company can generate and publish the higher your organic search results will be. Creating a network of like-minded business owners (most of them hunters) gives us the opportunity to create and share content. Writing and publishing informative articles is also a proven method to increase credibility with your client base.



*THE VOICE OF THE HUNTING LEASE INDUSTRY*

## **Professional Standards and Ethics Agreement**

The overall health and longevity of the hunting lease industry relies on well-established, reputable hunting lease companies setting the standard for professional conduct. By agreeing to the American Hunting Lease Association's terms of membership, your company agrees to uphold these standards when representing or consulting with landowners and hunters. This set of best practices has been created with input from industry professionals and outlines the manner in which all AHLA Certified Leasing Associates should operate. In no way are these terms meant to limit competition between companies. Rather, by agreeing to operate within these established and agreed upon terms, new companies to the industry are likely to recognize the high standard the industry has set for itself and demands of its participants. Prospective customers (both landowners and hunters) will recognize participating companies by the AHLA Certified Associate logo displayed on websites and literature.

The AHLA requires all Certified Associates (CA) to agree to the terms of membership below. All companies agreeing to the terms will be authorized to display the American Hunting Lease Association CA logo on their respective websites and media material and benefit from the added features each CA receives.

Failure to adhere to these standards may result in immediate termination from the Certified Associate program at the sole discretion of the American Hunting Lease Association.

### **Stewardship**

Resource stewardship is a duty that embodies the responsible planning and management of resources. As trusted consultants to both landowners and hunters, leasing companies and their agents are in the influential position to assist in establishing hunting lease limits. The health and sustainability of the resource must be the driving (central) factor when making decisions or consulting with landowners. Allowing more hunters on a property than the habitat can support, may result in the deterioration of wildlife and the habitat itself. This deterioration can result in a negative experience for hunters and landowners and thus is detrimental to the industry. Leasing companies will consider acreage, wildlife population, access and sustainability when advising on hunter numbers and harvest quotas. Recommendations should reflect the overall ability of a property to sustain and serve all parties listed in the lease agreement.

## **Hunting Lease Agreement (Contract)**

A written lease agreement is one of the cornerstones of a successful hunting lease arrangement. AHLA Certified Leasing Associates will provide a written lease agreement to both the hunters (hunt club) and landowners. The written lease agreement should be signed by all parties involved in the arrangement to eliminate any misunderstanding or miscommunication. At a minimum, the agreement should include:

1. Name of legal landowner
2. Physical location (address) of property being offered for lease.
3. Number of acres
4. Fee to be paid by hunt club.
5. Game permitted to be taken.
6. Duration of lease agreement. (one year, rifle season, date to date etc.)
7. Number of hunters allowed
8. Safety issues. (landowner should list all known safety hazards)
9. Any miscellaneous limits or stipulations decided by landowner.
10. List of all hunter names with signatures and date.
11. Landowner signature and date.

An example of this type of agreement can be found on our website. ([www.ahuntinglease.org/hunting-lease-agreement](http://www.ahuntinglease.org/hunting-lease-agreement)). Each CA is authorized and encouraged to use the AHLA template at no additional charge.

## **Landowner/ Hunt Club Liability**

Every AHLA Certified Associate must address or acknowledge the liability issues associated with a hunting lease agreement. Landowners and hunt clubs deserve the protection an insurance policy of this nature provides. If the CA does not offer Hunting Lease Insurance as part of its service, it should be noted in the hunting lease agreement and an alternative source should be noted. The AHLA offers affordable coverage for both landowners and hunters that can be easily purchased online or by phone. Additionally, every CA qualifies as an AHLA affiliate for referring customers. (The affiliate program is for your benefit and will generate additional income for your company through referral fees)

Any Hunting Lease Liability Insurance policy offered or recommended by a CA to a client must include the following minimum limits:

- \$1 million per occurrence
- \$2 million aggregate
- \$5,000 medical pay
- Member to Member coverage
- Guest Liability coverage

Additionally, there must be an option for the landowner to be named as an additional insured.

Protecting our landowners is of the utmost importance. Their security and peace of mind throughout the leasing process will make them likely to continue leasing their land to hunters and hunt clubs.

**Market Value (Good Faith)**

As representatives and experts in the hunting lease industry, clients (both landowners and hunters) will rely on your judgement when considering the value of a specific hunting lease. Every effort must be made to make sound recommendations when advising on market price. Using comparable leases in the same general area, knowledge of market prices and the promotion and growth of the industry should serve as guidelines. Advising a price that is clearly lower or higher than the current and fair market value to any client, is not conducive to the growth of the hunting lease industry and is not in the best interest of the landowner.

**Professional Business Practices**

AHLA Certified Leasing Associates will set the industry standard for professional business practices by operating with integrity and honesty. Every effort shall be made to represent the hunting lease industry in a positive manner by serving current and prospective customers promptly and professionally.

Please read each of the standards listed above. Place a check in the box next to each paragraph above showing that you have read and agree to each item. Then sign and date on the line below.

Please include this document with your application to the AHLA Certified Leasing Associate program.

\_\_\_\_\_  
AHLA Representative

\_\_\_\_\_  
Certified Leasing Associate Applicant signature

Thank You for helping to unite the hunting lease industry and its place in our hunting future.

Sean Ferbrache  
Chief Operating Officer  
American Hunting Lease Association



AMERICAN  
HUNTING LEASE  
ASSOCIATION

Certified Associate  
Company Information Sheet

Company Name \_\_\_\_\_

Website URL \_\_\_\_\_

Contact Information

Contact Name \_\_\_\_\_

Business Phone \_\_\_\_\_

Company Address \_\_\_\_\_

\_\_\_\_\_

Email Address \_\_\_\_\_

States w/ regular leases listed *\* Please list all states where your company typically has listings.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Social Media *\*Please list the account names of social media platforms that your company currently uses.*

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

Snap Chat \_\_\_\_\_

LinkedIn \_\_\_\_\_

\*\*Please complete and return to AHLA, 10412 Allisonville Rd. Fishers IN, 46038 or call to have an electronic version emailed to you.



AMERICAN  
HUNTING LEASE  
ASSOCIATION

# TESTIMONIALS

*"Every industry benefits from some level of unification, ours is no different. The key to real growth is to push the entire hunting lease concept forward through education. The AHLA is the tool we all need to educate landowners and hunters about the benefits of a hunting lease. With guidance from the American Hunting Lease Association, my company has successfully defended the hunting lease and our business model in three Midwestern states!"*



Steve Meng, Base Camp Leasing  
Owner

*"The AHLA has been a tremendous asset to me and my company. Whether it's protecting my landowners and hunt clubs or advising me on marketing techniques, they know this industry and are fantastic about sharing that knowledge! Every hunting lease company will benefit from being a member of the AHLA."*



Scott Dodson, Tree Hugger Leasing  
Proprietor

*"Merk Farms Hunting is a very proud member of the American Hunting Lease Association. We trust them with all of our landowner insurance referrals and look forward to growing together in the future."*



Stephen Ruckman, Merk Farms Hunting  
Owner

*"If you lease hunting land like I do, you need to protect yourself and your landowner and that's why I choose the American Hunting Lease Association."*



Adam Hays, Team 200 TV  
Owner