

As Seen In **Country Folks**

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Base Camp Leasing expands into 24 states

Time was when you could park your car by the side of the road, amble up to the farmer's house to get permission, and be granted the right to hunt wildlife in his woods. That quaint scenario is not so common today.

The increase of urbanization in America, the dwindling availability of open forested land, and a more litigious society has put a pinch on hunters finding available land.

Steve Meng, owner and operator of Base Camp Leasing, founded the company in 1999 out of necessity from his

inability to find a quality place to hunt after moving from Kansas to Indiana. He continues to run the business based on his original ideals: find excellent hunting properties, set up exclusive hunting rights at a fair price, and let the hunters make their own success. Everybody wins.

Meng estimates that over 3,000 hunters will utilize Base Camp properties in 2011. Landowners turn to Base Camp Leasing for a variety of reasons, from generating additional income opportunities, reducing crop damage by

managing wildlife, eliminating trespassing and poaching and because they tire of getting approached by people wanting to hunt for free.

Base Camp Leasing provides a central location for landowners and hunters to connect. Base Camp serves as the intermediary and contracts with private landowners to lease the hunting rights to their property.

The www.BaseCampLeasing.com site serves as the clearinghouse and receives an average of 15,000 page views a day. Hunters can view land descriptions, annual lease price, topographical maps, and photographs of the private land available for them to lease within minutes of the property being listed. Base Camp Leasing handles all the marketing and contractual details for the landowner and retains a percentage of the lease amount.

Last year, Base Camp Leasing initiated an aggressive territory expansion phase, reaching outside of its dominant Midwest market. The company now covers 24 states from Minnesota to Louisiana, Maryland to Nebraska, and most states in between.

As plans are made to continue expanding into more regions, company spokesperson Karen Chapman said, "We plan to remain focused on our business model and areas of expertise: maintaining strong hunter-landowner relationships and finding prime locations with abundant game densities. Sportsmen and women are searching for the opportunity to enjoy natural resources and we would like to be the business providing these opportunities for them."

Chapman also spoke about the many small hunting lease operations cropping up across the states as landowners look to increase cash flow

through leasing of hunting rights.

"We feel that as people become more familiar with the concept, it creates more opportunity for us. Having the infrastructure and demand base in place, along with the name recognition and trust, allows Base Camp Leasing to capture more of the expanding market. This is a relatively immature market and we expect some other serious players to emerge," said Chapman. "We will remain the leader in the industry one year from now as well as five years from now."

Not only do the landowners and hunters benefit, but the community benefits as well. As one landowner commented, "It's a win-win-win situation. Plus, these guys are spending money in our community when they come to hunt. I just don't see any downside."

Base Camp Leasing is a family owned business and it is run with a debt-free mind set. Meng continues to follow his passion and spends a good deal of time away from the office in October and November, when whitetail deer season is at its peak.

Further expansion plans include adding new states and the expected launch of a new Web site in July 2011. The new site will include more user friendly features, a new online hunting gear store, and a photo gallery for hunters to download photos.

Base Camp Leasing provides a free information packet and quote on what the land would lease for with no contractual obligation. When the land is leased, Basecamp retains a fee and forwards the balance to the landowner. Base Camp makes it easy for the landowner since the legal contracts and paperwork involved in leasing the property are all handled by the company.

For more information, call 866-309-1507 or e-mail info@basecampleasing.com

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