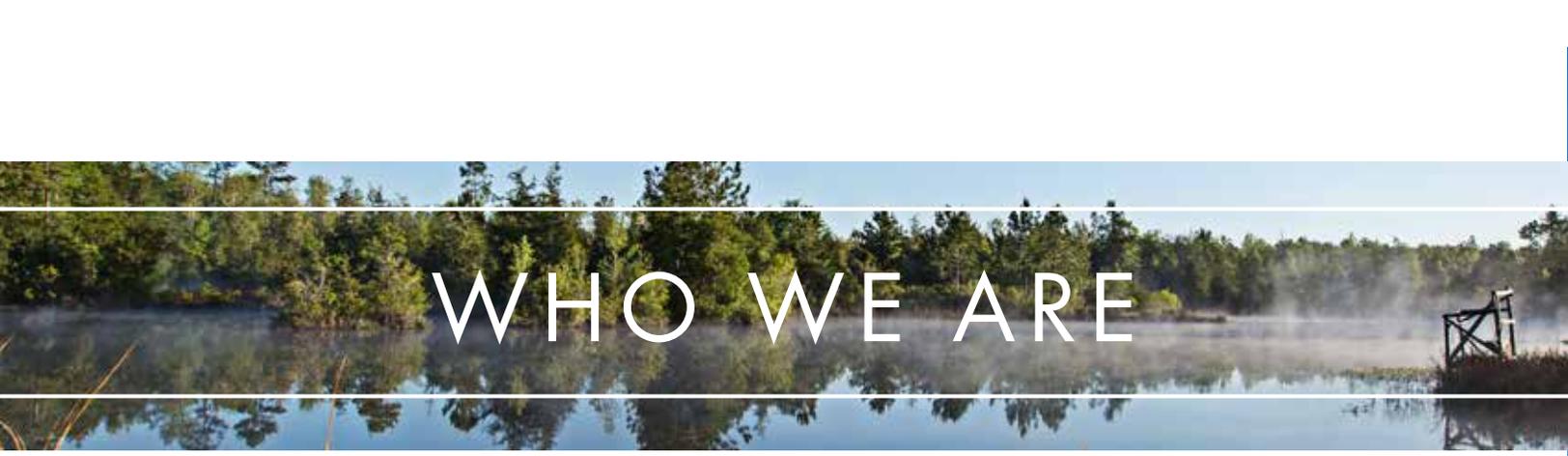


AMERICAN FOREST  
MANAGEMENT

WE'RE IN THIS  
**TOGETHER**

2021  
MEDIA KIT



# WHO WE ARE

*We remain keenly focused on our vision of making ownership more rewarding by helping people explore the full potential of their land.*

## ***We're in this for you.***

At American Forest Management, we've been helping landowners manage, sell, buy, improve, and enjoy millions of acres of land for over 50 years. We remain keenly focused on our vision of making ownership more rewarding by helping people explore the full potential of their land.

We are humbled by the thousands of clients who entrust us to be advisors and stewards of their land. Over 5.7 million acres of it, in fact. This is a great responsibility and we take it personally, but never for granted.

Clients like these have made us the largest land consulting and real estate brokerage firm in the United States. With hundreds of employees in offices across the U.S., we're able to provide our landowners with individualized local services while leveraging the vast technical resources of our national company.

## ***We're in this together.***

We know that our work is all about people and relationships: the relationship between the land and its resident wildlife, the relationship between land utilization and conservation, the relationship between landowner and property, and ultimately the relationship between American Forest Management and the clients we serve.

Every day, we provide this service with a deep commitment to our core values:

- Integrity:** Do the right thing.
- Stewardship:** Nurture natural resources.
- Innovation:** Plant new ideas.
- Dedication:** Give our best to our clients and each other.
- Respect:** Treat people the way you want to be treated.
- Knowledge:** Demonstrate expertise and continuous learning.



# QUICK FACTS

.....  
Total number of offices across the U.S.

**49 OFFICES**

.....  
American Forest Management's age in 2021

**55 YEARS**

.....  
American Forest Management currently manages

**5.7 MILLION ACRES OF LAND**

.....  
American Forest Management serves

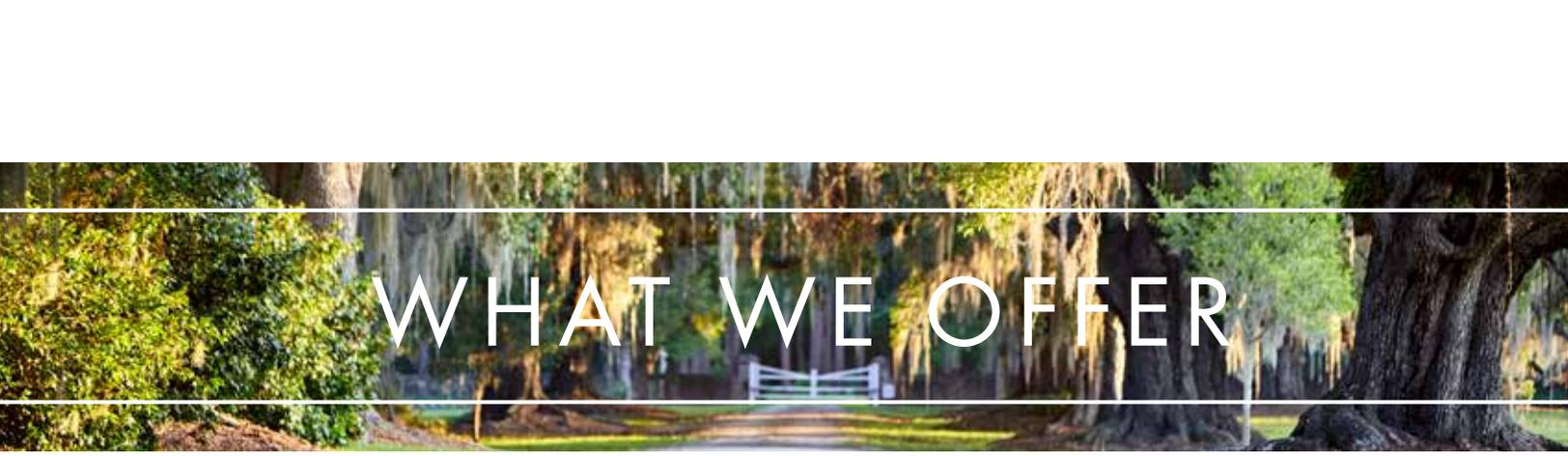
**1,200 CURRENT CLIENTS**

.....  
Total employees (with an average of 12 years with the company)

**284+ EMPLOYEES**

.....  
American Forest Management's Real Estate Services group  
has managed land transactions valued at over

**\$3.8 BILLION**



# WHAT WE OFFER

## **Land Management**

Landowners are as diverse as their individual holdings. The American Forest Management team consults with private landowners, investment management organizations, trusts, conservation groups and more. With multiple offices across the U.S. we're equipped to customize solutions to meet the unique, indigenous circumstances of your property while leveraging the strength of being a national company.

Whether for personal enjoyment and recreation, natural resource harvesting, investment or other purposes, we'll help you set goals and priorities for your land and advise you of the activities and services necessary to achieve them.

To serve the greatest spectrum of needs, we offer a comprehensive range of land management services. A few of these include:

- **Arboriculture**
- **Inventory Services**
- **Reforestation**

## **Real Estate Services**

With land transactions valued at over \$3.8 billion, American Forest Management has the most experienced and technically talented agents in the industry. Unlike average real estate generalists, most of our sales professionals are specialists who have commercial, forestry, appraisal, and/or wildlife management backgrounds.

We have the proven ability to match buyers and sellers of land across a wide array of properties, such as investment grade timberland, farms, development land, recreational hunting properties and high-end acreage estates. You name it, we've sold it.

## **Timber Sales**

The timber market is highly complex. Our team of experts has an intimate knowledge of the industry to properly time and execute your sale for maximum profit. We have an extensive database of timber sales across the country, keeping us up-to-date on current timber market pricing. With this data and our deep experience, our landowners consistently realize higher net profits from timber sales than going it alone.

## **Wildlife Management**

Wildlife is one of the greatest sources of enjoyment for a landowner. Proper and targeted wildlife management can grow and enhance native species. Small changes and enhancement to the habitats can make a material difference in growth, evolution and occupancy of native wildlife. American Forest Management's forestry resources and wildlife biologists can guide you through the necessary steps to achieve your goals.

## **Specialty Services**

In addition to these five core services, American Forest Management offers our clients many other areas of expertise:

- **Environmental & Ecological Services**
- **Harvest Scheduling**
- **Appraisal Services**
- **Wood Flow Services**
- **Property Mapping**

*We provide customized solutions  
because we understand landowners  
are as-diverse as their individual holdings.*

# OUR MANAGEMENT



**BRENT J. KEEFER**  
*Chief Executive Officer*

Brent Keefer brings over 31 years of experience to his position as Chief Executive Officer. Brent is responsible for leading the American Forest Management organization which includes 49 offices throughout 11 regions and over 284 employees. As CEO, he focuses on developing, communicating, and executing the company's strategic direction. Prior to joining AFM, Brent served as the president of Hancock Timber Resource Group. He serves on the Board of Directors of the Sustainable Forestry Initiative®, is a member of the Society of American Foresters and a regular speaker at timberland investment conferences and seminars. Brent earned his bachelors and master's degrees from Virginia Tech.

the United States and Central America. As President, he oversees numerous departments including real estate, appraisal services, risk management, resource planning, technical services, marketing and client development. His specialties include acquisitions and dispositions, timberland investments, land management, environmental services and GIS and timber inventory.



**SUSAN M. CRAWFORD**  
*Chief Financial Officer*

Susan M. Crawford brings over 26 years' experience to her role as Chief Financial Officer. She is responsible for oversight and direction of all American Forest Management internal accounting functions.

Prior to becoming Chief Financial Officer, Sue worked as AFM Controller and in various accounting positions with Canal Forest Resources and Morehead City Terminals. Sue is a graduate of Guilford College and a North Carolina Licensed Certified Public Accountant.



**TOM MARGO**  
*President*

Tom has over 31 years' experience in forestry and the land business and holds a Bachelor of Science degree in Forestry from North Carolina State University. He is a licensed real estate salesman in Alabama, Georgia and South Carolina; a North Carolina licensed real estate broker; a registered forester in Alabama, Georgia and South Carolina; a member of the Georgia Forestry Association; and a board member of the Forest Landowners Association. Throughout his time at American Forest Management, he has held various roles in both the forestry and real estate segments of the business. He has worked on land management, brokerage and acquisition projects across



**DAVID COLE**  
*Director, Northern Operations*

David Cole brings over 32 years of experience to his role as Director, Northern Operations. He oversees AFM's forest and land management operations in Maine, New Hampshire and Michigan. David is a graduate of North Carolina State University with a Bachelor of Science in Forestry. He is a registered forester in North Carolina and a Maine Licensed Forester. David received the Maine Forest Products Council Outstanding Forester Award in 2013.

# OUR MANAGEMENT



**DENNIS DART**  
*Director, Western Operations*

Dennis Dart brings over 22 years of experience to his role as Director, Western Operations. He is responsible for the oversight of AFM's forest and land management business throughout the Western United States. Dennis earned his Bachelor of Science from Humboldt State University in Northern California. He is a Society of American Foresters Certified Forester, a member of the Association of Consulting Foresters, and a Board of Trustees Member of the Washington Forest Protection Association.



**CHUCK MATHIS**  
*Director, Southern Operations*

Chuck Mathis brings over 33 years of experience to his role as AFM's Director, Southern Operations. He is responsible for the oversight of the forest and land management operations throughout the southern United States as well as AFM's Wood Flow Group. He earned his associate degree from Chipola Junior College, his bachelor's degree from the University of Florida. He is a registered forester in Alabama and Mississippi, and a licensed real estate broker in Alabama, Florida, Georgia and Mississippi. He is a Society of American Foresters Certified Forester, holds his Florida Master Logger certificate, served as past chair of the Florida SFI® SIC committee, and a member of the Forest Landowners Association and the Florida Forestry Association.



**GARY BRATTON**  
*Director, Appraisal Services*

Gary Bratton brings over 30 years' experience in rural land and timberland appraisal, management, and analysis. As Director, Appraisal Services, Gary is responsible for the oversight of appraisal service for timberland investment management organizations, trusts, government agencies, financial institutions, conservation groups and private landowners. He earned his Bachelor of Science from Clemson University. He is a registered forester in South Carolina; and a certified general appraiser in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, Pennsylvania, South Carolina, Virginia and West Virginia. He earned his ARA designation from the American Society of Farm Managers and Rural Appraisers. He is a member of the Society of American Foresters.



**STEPHEN EDDINS**  
*Director, Technical Services*

As American Forest Management's Director, Technical Services, Stephen Eddins is responsible for the oversight of four services lines: Data Management, GIS/Technology, Information Technology and Systems Development. Stephen has over 17 years of experience serving in various technological roles within the AFM organization. He earned his Bachelor's and Master's degrees in Forest Resource Management from Clemson University and is a member of the Society of American Foresters and Xi Sigma Pi.

# OUR MANAGEMENT



**JEFF MAYO, PH.D.**  
*Director, Land Services*

As AFM's Director, Land Services, Jeff is responsible for oversight of AFM's international business, inventories, wildlife, environmental and silviculture services as well as risk management. Jeff has over 39 years of forestry experience including service at Union Camp Corporation, the University of Georgia and Wachovia/Regions Timberland Group, a Timberland Investment Management Organization. He earned his Bachelor of Science from the University of Florida, his Master of Science from West Virginia University and his Ph.D. from Clemson University.



**LAURA PARKER**  
*Director, Resource Planning Services*

Laura Parker brings over 19 years' experience to her role as Director, Resource Planning Services. She is responsible for delivering strategic and tactical forest planning solution for a wide range of clients. Her team includes technical experts in biometrics, growth & yield modeling, and resource planning. She earned her Bachelor of Science from NC State University and her M.B.A. from Winthrop University. She is a member of the Society of American Foresters.



**CHRIS MILLER**  
*Director, Real Estate Services*

Chris Miller leads the effort to provide specialized land brokerage services, focusing on timberland, agriculture, recreation and conservation properties, to both buyers and sellers. He has over 19 years of combined forestry and land brokerage experience and carries the esteemed Accredited Land Consultant (ALC) credential with Realtors Land Institute. He earned his Bachelor of Science from North Carolina State University. He is a registered forester and licensed real estate broker in North Carolina and South Carolina, a certified tree farm inspector, a member of the Future Leaders Committee of Realtors Institute, serves as Board Member of the Carolina Chapter of the Realtors Institute, a member of the Society of American Foresters and the North Carolina Forestry Association.

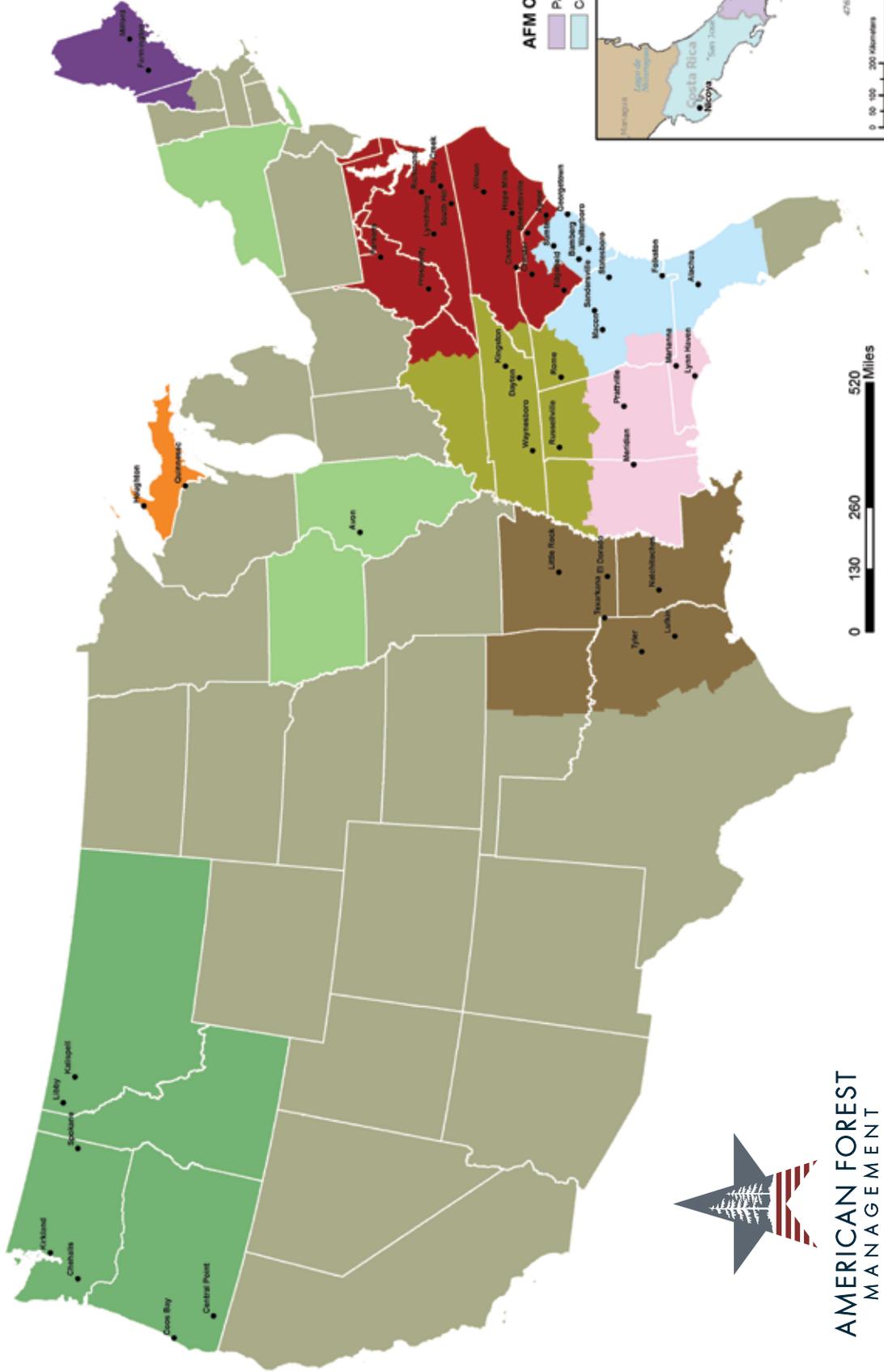
# American Forest Management

## Regions and Office Locations

● Office



- Pacific Northwest
- Tennessee Valley
- Mid Atlantic
- Northeast
- Walnut Project
- South Atlantic
- Lake States
- Texas
- Gulf Coast



**AMERICAN FOREST  
MANAGEMENT**

# CONTACT US

## **CORPORATE OFFICE**

Charlotte, NC 704.527.6780

## ***Media Contacts***

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