



Jones Road Ranch

Business Canvas Infographic

The information presented in this business summary infographic is for general information purposes only. While we strive to ensure accuracy and completeness of the information provided, we make no warranties or representations of any kind regarding the accuracy, reliability or completeness of the content.

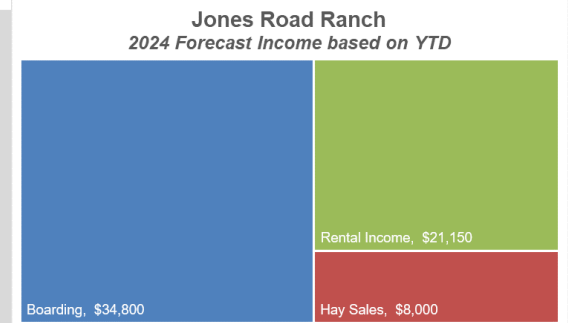
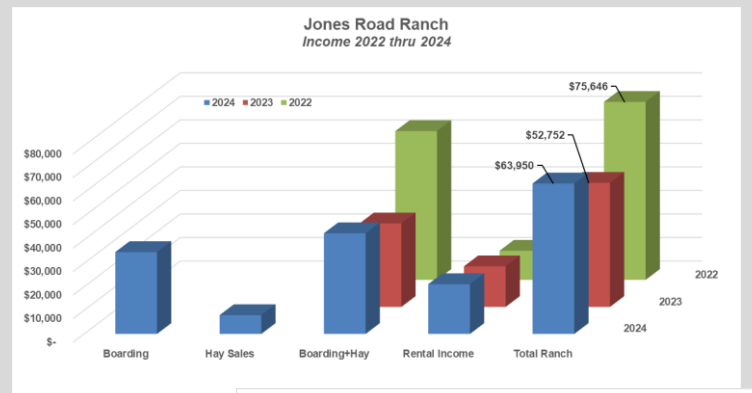
Value proposition



Key customer needs met

- ☑ Dedicated pasture ('23 rate \$325/mo.) & herd pasture ('23 rate \$275/mo.) horse boarding.
- ☑ Outstanding East Texas mixed forage of coastal Bermuda and Bahia.
- ☑ On-pasture 3-sided, lined loafing sheds.
- ☑ On-pasture stock tanks.
- ☑ On-pasture natural shade.
- ☑ Equestrian sports & arena riding.
- ☑ Stall self-board as needed in 1 of 2 barns (19 stalls).
- ☑ Nearby trail riding (Sam Houston National Forest).
- ☑ Ranch Air BnB cottage with full kitchen, bath, washer-dryer and front/back porch views of ranch.
- ☑ Next door Golden Oaks Microcellar vineyard and winery/tasting room.
- ☑ Nearby major suburban communities of Conroe and The Woodlands.

Ranch income



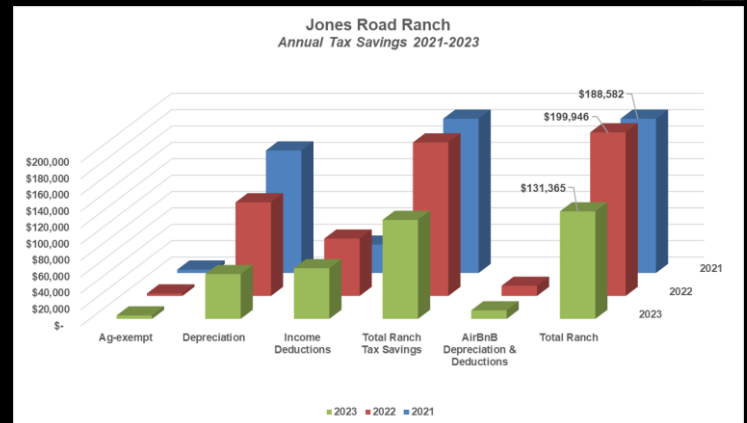
Channels



Channels used to reach new and existing customers

- ☑ Newhorse.com targeted web marketing. Premier Position #1 Montgomery & Walker Counties.
- ☑ Air BnB Super host Jones Road Ranch booking site.
- ☑ Ranching24x7.com ranch website.
- ☑ Jones Road Ranch Google Maps marketing.
- ☑ Jones Road Cottage Google Maps marketing.
- ☑ Facebook Market Place ranch sales site.

Tax savings cash flow



For more info

🔗 **AirBnB Website**
https://www.airbnb.com/rooms/604512855272589961?source_impression_id=p3_1718911847_P3KxmN08VzuNaLj3

🔗 **Newhorse Website**
<https://www.newhorse.com/profile/b.510.r.38925.u.481a7d.html>

Key relationships



- ☑ **2 long-time PT ranch hands (8 years)**
Ranch repairs & maintenance, carpentry, plumbing, & general labor.
- ☑ **Producers Coop Bryan TX**
Owner-applied fertilization & Duracor herbicide.
- ☑ **Tyler Fletcher., New Waverly TX**
Contract baling
- ☑ **Aaron Little Excavating., New Waverly TX**
Land clearing & dirt work.
- ☑ **John Gipson. Awesome Multiservices**
General contracting.

3-Year Real estate appreciation

