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# CEI PROPERTIES MAGAZINE

THE COMPREHENSIVE GUIDE FOR THE RURAL LAND ENTHUSIAST



*Georgia's Historic  
Briar Patch  
Reveals Its Secrets*

*Recreation Plus Resources:  
Three Amazing Properties*

*The Story Behind Surging  
Rural Land Prices*

*Increase Value By Investing  
In A Quality Log Home*

# BIG SKY BROKER

*OEI Properties goes one on one with Montana agent Greg Fay.*

*By Lynn Donaldson | Photography ©Craig Hergert*

**“B**ozeman blew my mind,” says Greg Fay, as he recalls the day he first set eyes on Montana’s Gallatin Valley. In the early 1980s the boyish-looking 43-year-old was an undergraduate at the University of Colorado studying English lit.

“I knew I’d end up here someday. The area had everything I wanted recreationally and the fewest people,” he recalls. After graduating from CU in 1984, Fay landed a job selling real estate in Colorado and stuck with it for eight years. But the calming waters and wide open spaces of Montana beckoned, so in 1992 he loaded his Ford pickup and took off for

Bozeman with a dog named Kody and two passions in mind: fly fishing and selling real estate.

“To get started in a new marketplace, I knew I needed a niche,” says Fay. So he conjured up the idea of targeting anglers in search of recreational property. His company, Fay Fly Fishing Properties, has since evolved into one of the top sporting real estate brokerages nationwide. An avid outdoorsman, Fay also had an ulterior motive in choosing this demographic: countering the rampant development threatening Montana’s family farms and river corridors. Protecting the Rocky Mountain West has always been as much a motivation to Fay as brokering a big ranch.

