

The LandOpt Model. Increasing the value of each customer.

The LandOpt model is designed to increase the lifetime value of a customer through carefully managed roles and responsibilities.

Typical Contractor



One person is responsible for sales, delivery of service, collection of fees and customer retention.

One customer is worth **\$5,000*** to the bottom line in today's dollars due to turnover and continuous customer acquisition costs.

Powered by LandOpt Contractor



Dedicated Sales Professional

- Attracts customers via proactive sales
- Manages the agreement process
- Hands over account to Operations via a kickoff meeting



Account Manager

- Manages the customer relationship
- Assures profitable delivery of recurring services
- Identifies opportunities for account growth via enhancement sales



Project Manager

- Manages the customer relationship
- Assures profitable delivery of project services
- Collects fees
- Identifies opportunities for account growth via upsales

One customer is worth **\$40,000*** to the bottom line in today's dollars due to account growth and customer retention.