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LandOpt Expands Nationwide Network Sales Team

LandOpt names Bob Gallagher as Manager of Licensee Sales, to enlist select organizations to join the nationwide network of landscape service providers.

Pittsburgh, PA – September 1, 2010 – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces the addition of Bob Gallagher as Manager of Licensee Sales to drive the successful growth of the nationwide network of landscape service providers.

In this role Gallagher will ensure the steady growth of the network, by seeking out select organizations that will grow into sustainable, professional Green Industry leaders in each territory. “My business development skills and background will bring a sense of urgency to the company in my new role,” Gallagher said. “My consultative sales experience is the most professional sales approach, and providing solutions will help grow the LandOpt network to the next level.”

Ensuring the continued growth of LandOpt’s network of licensees in a down economy is the key to success. Gallagher brings over 25-years of sales, management and customer service skills to LandOpt. He has held a variety of management and business development roles, including Manufacturer’s Representative for General Electric Medical Systems. As an award winning Sales Executive, he was integral in launching intricate medical products in several sectors of the healthcare industry. It’s that kind of drive that has led Bob to his current role with LandOpt.

LandOpt provides tools and coaching to its partnered licensees for performing all business functions, including sales and marketing, operations, business management, human resources, and professional development. That mentorship is then followed with accountability to ensure success. “The methods we introduce place high standards and professionalism into the organizational structure,” says Tim Smith, President/CEO of LandOpt. “Our partners experience growth, higher profits and develop an organization that is dependent upon the systems and processes, not the owner.”

About LandOpt

Founded in 2004, LandOpt empowers a select group of highly qualified, independently owned landscape contractors through a powerful, proprietary business operating system, which significantly improves the profitability and growth of the each contractor in the LandOpt network. The portfolio of integrated sales and marketing, human resources, operations, and

business management modules, is based on proven processes, supported by best-in-class technology and professional training. The business operating system is designed specifically for leading landscape contractors, nationwide. LandOpt is located in Pittsburgh, PA and can be reached at 412.567.4345 or www.landopt.com.

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