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## FOR IMMEDIATE RELEASE

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## LandOpt Expands Nationwide Network Sales Team

*LandOpt names Nancy Egan as Manager of Licensee Sales to chart new frontiers of business development for the nationwide network of landscape service providers*

**Pittsburgh, PA – July 26, 2010** – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces the addition of Nancy Egan as Manager of Licensee Sales to drive the successful growth of the nationwide network of landscape service providers.

In this role Egan 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 background will be used to maximize awareness in LandOpt’s prospects,” Egan said. “It’s exciting to come to work for a company that works to enhance the performance of its customers.”

Ensuring the continued growth of LandOpt’s network of licensees in a down economy is the key to success. Egan brings over 25-years of sales, product development and management skills to LandOpt. She has held a variety of management and business development roles, including Managing Director of a strategic consulting company, and CEO of a technology start-up. “My business development and technical experience fits perfectly into LandOpt’s business model,” Egan said.

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 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](http://www.landopt.com).

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