

---

## FOR IMMEDIATE RELEASE

CONTACT:

Ron Gavalik, Communications Manager

LandOpt, LLC

Ph: 412-567-4073

[ronald.gavalik@landopt.com](mailto:ronald.gavalik@landopt.com)

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

## LandOpt Licensees Experience Long-Term Sustainable Growth

*Landscaping Contractors Partnered with LandOpt Raise Business Performance and Increase GPM and NET Profits from 2008 through 2010.*

**Pittsburgh, PA – September 3, 2010** – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces licensee partners are experiencing long-term sustainable growth.

The LandOpt Nationwide Network of landscape service providers has consistently increased GPM by 11% and NET profits by 4.4% from 2008 through 2010. This measurement clearly depicts the success of the proven business systems and processes LandOpt provides.

“The financial planning we do with LandOpt helps us pull together a reasonable plan that my team can implement,” says Art Miller, President of Carolina Creations in Shallotte, NC. “As a manager, I hold them accountable to the tasks. Then I can pull back and make adjustments as necessary. Now I am able to work on my business, rather than in my business.”

One of the main contributing factors to this sustained growth is through customer retention. By providing solution based sales, landscape contractors are able to build trusting relationships with their customers and communities, while continuing to take on new clients. This controlled growth allows *Powered by LandOpt* organizations to plan for sustainable long-term success.

“LandOpt helped us gain our success mostly through putting together a professional sales team that proactively goes after opportunities,” Art Miller said. “Most contractors advertise and then take orders from phone calls, which is like fitting a square peg in a round hole. Our sales team determines if a client is a good fit for us, which allows us to offer them the best solutions.”

LandOpt provides defined roles for team members in each licensee organization, to ensure all aspects of a business are maintained. Business owners are able to experience a higher quality of life, because they take on a managerial role of overseeing tasks, rather than performing them. This process also leads to a higher confidence levels.

“I can go on vacation or leave the office at a decent hour and know the business is run on proven systems,” says Jeremy Miller, General Manager of Miller Landscape outside of Detroit, MI. “Our team members have defined responsibilities and are focused on keeping our business strong. The proactive sales process through LandOpt has led to secure long-term growth.”

LandOpt provides all of its licensees established business procedures for performing all business management functions, including sales and marketing, operations management, business management, human resources, and professional development. The procedures are supported with web-based applications and business success coaching, managed by LandOpt professionals.

“The green industry is going through a business revolution,” says Tim Smith, President/CEO of LandOpt. “The methods we introduce place high standards and professionalism into the corporate structure. Our partners experience growth, higher profits and develop a professional workforce.”

#### 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).

###