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Huntsville-based Southern Scape, LLC Becomes Third LandOpt Contractor in the Southeast

Alabama landscape services provider expands contractor network's reach in Southeast region as first in this state

Pittsburgh, PA – June 1, 2011 – Southern Scape, LLC based in Huntsville, Ala., has joined the LandOpt Network, becoming the third LandOpt Licensee in the Southeast region and strengthening the Network's presence in that part of the country.

Primarily a landscape installation operation specializing in high-end residential work throughout Alabama and neighboring states, Southern Scape has more than 35 employees. Co-owners Greg Shaw and James Hagood intend to utilize the LandOpt Business Operating System to establish and develop a maintenance base with a more localized focus. Additionally, they have plans to open a second location in the future, further establishing the LandOpt footprint in that southern region. They quickly became interested in the maintenance concept when they discovered LandOpt in January at an industry trade show. The idea of recurring vs. reactive project work and the access to the many tools and ongoing coaching services provided by LandOpt drove them to continue discussions with LandOpt after the event.

“The idea of bringing more structure to our business was definitely appealing,” noted Shaw when asked about LandOpt's appeal. “In the past we have used consultants who have had a singular expertise and ultimately provided very short-term advice. LandOpt was able to provide much needed structure in the form of defined business processes, along with a wealth of expertise in a variety of areas. Most importantly, they understood the green aspect of our business.” Shaw also noted that Southern Scape employees are enthusiastic about the LandOpt affiliation as it will create uniform systems and processes that can be adopted and followed by everyone.

The growth of the LandOpt Network is an exciting time for everyone and reinforces the value that business owners perceive within our system. “We are proud and honored to have Southern Scape join the LandOpt Network,” said CEO Tim Smith. “This is a well-established, successful company that will fit the Network perfectly. We look forward to working closely with Greg, James and their team, and introducing them to the LandOpt network of professional contractors.”

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 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. To learn more, visit www.landopt.com.

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