



FOR IMMEDIATE RELEASE

CONTACT:

Ron Gavalik, Communications Manager

LandOpt, LLC

Ph: 412-567-4073

ronald.gavalik@landopt.com

www.landopt.com

Trace Lawn and Landscaping, Inc. Partners with LandOpt

Local Landscape Service Provider, Trace Lawn and Landscaping, adopts business systems of LandOpt, LLC for long-term corporate growth.

Meadville, PA – April 20, 2010 – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces its partnership with Trace Lawn and Landscaping, Inc., integrating the company into its nationwide network.

Brian Trace, Founder and President, decided to raise the bar of professionalism in the green industry. “Our partnership with LandOpt will provide us a solid business structure,” Trace said. “The systems and processes we’re adopting will help us in all of the aspects of our business.”

LandOpt is providing established business procedures for performing all business management functions, including sales and marketing, operations management, business management, human resources, and professional development. The procedures will be supported with web-based software applications and business success coaching, managed by LandOpt professionals.

Trace believes joining the LandOpt nationwide network of landscaping licensees and proceeding through a professional transformation will positively impact the company and community. “We are currently doing well, but LandOpt will help us achieve the next level of our success,” Trace said. “We plan on growing the business and creating new job opportunities.”

Trace Lawn and Landscaping currently employs about 25 full-time and seasonal team members. By implementing the proven business operating system of LandOpt growth is inevitable, according to Tim Smith, CEO of LandOpt.

“The green industry is going through a business revolution,” Smith said. “The methods we introduce place high standards and professionalism into the corporate structure. Our partners experience growth, higher profits and develop an organization that is dependent upon business processes, not the owner.”

About Trace Lawn and Landscaping, Inc.

Founded in 1994, Trace Lawn and Landscaping operates in Meadville, Pa and surrounding communities. Over the years the company has grown to be the only one – stop landscaping company in the area. Since 1999, they have specialized in offering all types of fencing for

residential and commercial customers. Several uniformed professional crews that are trained yearly for a more efficient, higher quality of service for our customers. Trace Lawn and Landscaping can be reached at: 814.724.5178 or www.tracelandscaping.com

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. LandOpt is located in Pittsburgh, PA and can be reached at 412.567.4345 or www.landopt.com.

###