



## FOR IMMEDIATE RELEASE

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## The Upham Landscape Company Partners with LandOpt

*Local Landscape Service Provider, Upham adopts business systems of LandOpt, LLC for long-term corporate growth.*

**Weston, MA – April 20, 2010** – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces its partnership with The Upham Landscape Company, integrating the company into its nationwide network.

Keith Upham, Founder and President, has decided to raise the bar of professionalism in the green industry. “Our partnership with LandOpt will no doubt help grow our company,” Upham said. “The business systems we’re adopting through LandOpt will help us build a superior sales force, professional account management and enhanced business efficiency.”

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.

The Upham Landscape Company is already a well-known leader in landscape design/build and land care services in metro-west Massachusetts. Upham believes joining the LandOpt nationwide network of landscaping licensees and proceeding through a professional transformation will positively impact the company and community. “We plan on creating new job opportunities,” Upham said. “Our partnership with LandOpt will facilitate a level of business professionalism within our company that will have homeowners and businesses lining up for our services. This is a very exciting time for our business as we begin our 23<sup>rd</sup> season as landscaping professionals.”

Upham currently employs about 15 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 The Upham Landscape Company**

Founded in 1988, The Upham Landscape Company operates out of Weston, MA and serves the metro-west suburbs. The company specializes in all facets of landscaping, design/build and specialty services. Keith Upham holds degrees in Landscape Management and Horticulture, which provides the necessary skills for superior Land Care Management. The Upham Landscape Company also owns and operates Peace Frog Organic Land Care Services, ([www.peacefrog-organics.com](http://www.peacefrog-organics.com)) which utilizes environmentally friendly organic methods and products that are safe for kids and pets. For more information please call: 781.891.0505, or visit [www.uphamlandscape.com](http://www.uphamlandscape.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](http://www.landopt.com).

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