



2020



BUSINESS  
MANAGEMENT  
SOFTWARE



MEDIA KIT

[golmn.com](http://golmn.com)

# ABOUT LMN

LMN is North America's leading provider of business management software and learning opportunities for landscape professionals. Its proprietary cloud-based platform is used by over 85,000 employees every day across Canada and the US.

From budgeting and estimating through to scheduling, time tracking and invoicing, LMN helps build better landscape businesses with software that grows profit, confidence and freedom as well as training opportunities through the LMN Academy.

LMN members pay a recurring fee for access to the platform, with plans ranging from free to \$299 per month (based on five office users, with each additional user \$9.99 per month).

## ABOUT THE COMPANY

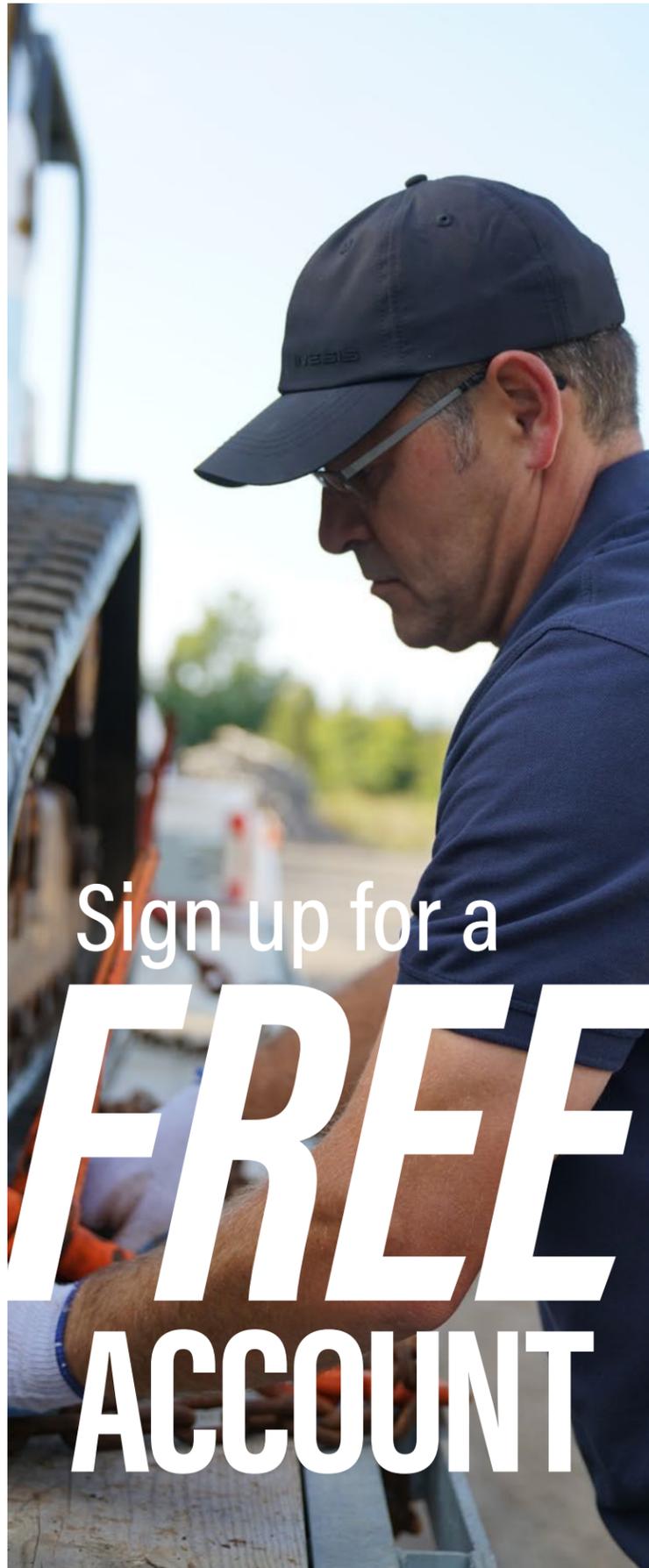
Founded in 2009, LMN is North America's leading provider of business management software for landscape professionals. Its proprietary cloud-based platform is used by over 85,000 professionals at 4,000 landscape companies across Canada and the US. From budgeting and estimating through to scheduling, time tracking and invoicing, LMN helps build better landscape businesses.

## MISSION, VISION, AND GOALS

Built by landscapers for landscapers, LMN is dedicated to transforming talented landscape professionals into great business owners through powerful business management software, incredible service and industry leading learning opportunities.



# BUILD A BETTER LANDSCAPE BUSINESS



Sign up for a  
**FREE**  
**ACCOUNT**

## OUR SOLUTIONS

Business management software helping landscape business owners across the globe manage their businesses efficiently and effectively.

### FREE SOFTWARE PACKAGE

Start experiencing the power of LMN. Run your business based on accurate financials with a budget that works for your business. Close more sales, faster with access to a powerful customer relationship management (CRM) app. LMN FREE includes the ability to quickly create 5 Design/Build estimates and 15 Service estimates — all tied to your budget so you know they're profitable. Plus, import customers from QuickBooks into the LMN CRM.

### BASIC SOFTWARE PACKAGE

Go beyond LMN Free with unlimited estimating. You'll also take productivity and efficiency to the next level with route scheduling and optimization for crews. Save countless hours on time tracking with the LMN Time app. Reduce errors and needless duplication when you sync your estimates and timesheets with QuickBooks.

**BASIC PRICE:** \$199/month for up to 5 users

### PRO SOFTWARE PACKAGE

Get the most complete business management software on the market when you add **invoicing** and **file/photo storage** with LMN Pro. Issue accurate invoices, fast, based on actual work completed and select from multiple billing options including seasonal, per visit or time and materials. Upload the right documents to the right accounts for fast and easy reference.

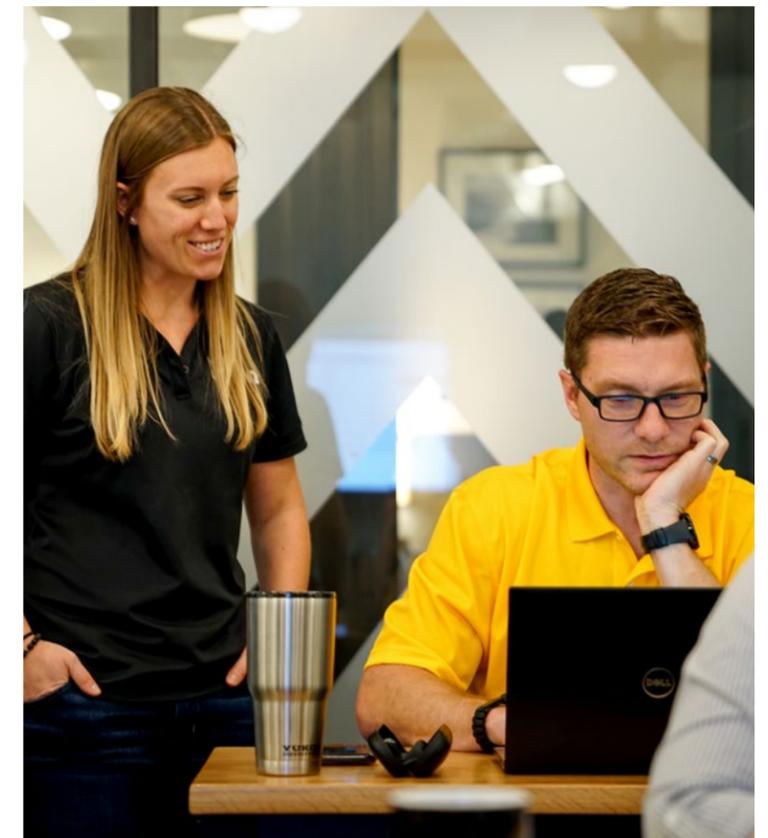
**PRO PRICE:** \$299/month for up to 5 users



### ADDITIONAL SERVICES

A new way for landscapers to learn, the LMN Academy offers online or in-person training on LMN software. Additionally, landscape professionals also have the opportunity to earn LMN certifications that showcase their skills to employers.

The LMN Academy also hosts a series of one-day, in-person workshops dedicated to teaching landscape professionals the fundamentals of building better businesses.



# MEET THE LMN LEADERSHIP TEAM



**MARK BRADLEY**  
CEO, CO-FOUNDER

Mark Bradley co-founded LMN in 2009 based on his company's need for landscape software that simply didn't exist. Now the industry's best business management software, he credits LMN as a catalyst for helping him scale TBG Landscape from a backyard business into one of the Top 100 landscape contractors in North America.

Since his first lawn care customer in 1999, Mark has been passionate about educating the industry on best practices for building better businesses.

Now a sought-after speaker and business coach, he regularly shares his insight at events including GIE+Expo, Snow and Ice Management Association (SIMA), the National Association of Landscape Professionals (NALP) and Landscape Ontario Horticultural Trades Association, to name a few.

Having recently completed the transition from landscape business owner to tech entrepreneur, Mark is committed to transforming talented landscape professionals into better business owners through industry leading software and learning opportunities.



**JANNA BRADLEY**  
COO, CO-FOUNDER

Janna Bradley served as vice president and co-founder of TBG Landscape, one of North America's Top 100 landscaping companies for over 20 years. In 2009, after failing to find software that would help scale the business, she co-founded LMN to develop a proprietary solution.

Now fully transitioned from landscape business owner to COO of the industry's leading business management software for landscapers, Janna is committed to educating the industry and is a frequent speaker at green and snow industry trade shows.

For the past 20 years, she has worked alongside organizations like Landscape Ontario Horticultural Trades Association leading a number of initiatives to promote landscaping as a viable career path for women.

Her passion for youth sport and the great outdoors led to her co founding the Durham Shredders Mountain Bike Club in 2016, a growing, non-profit where she is able to give back to her community as an active volunteer and director.



**MIKE LYSECKI**  
CTO, CO-FOUNDER

Mike Lysecki heads up software development and drives innovation in his role as CTO for LMN.

Now the landscape industry's most popular business management software, LMN was built from his need to streamline efficiencies as the Director of Operations at TBG, one of North America's Top 100 landscape companies.

What began as a proprietary system to centralize and organize everything from estimating and scheduling through to invoicing quickly grew into a platform that met a broader market need. From there, LMN was born.

Today, Mike's primary focus is develop and expand the software in a rapidly evolving industry.

Mike studied Commerce and Software Engineering at McMaster University and is frequently invited to speak on many business management topics at events worldwide.



*Successful companies  
share information  
in real time.*

**MARK BRADLEY**  
LMN CEO, CO-FOUNDER

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