

# LANDA®



## BUILD YOUR OWN SUCCESS STORY AND BECOME LANDA TOUGH.

Own your future with a Landa dealership

OWN YOUR FUTURE | BECOME A DEALER



# A CERTAIN BREED OF MEN AND WOMEN

The desire to own your own business is not a dream, it is a career goal. It's a way to apply your skills to a profit-making enterprise that capitalizes on your knowledge and experience. It's not easy - you need to be tough-minded, driven and dedicated. Plus you need a tough product with legendary results. Ask yourself - Are you #LandaTough?



For these kinds of people, ownership of a Landa Dealership is well worth the investment.

Landa is not a franchise. Rather it's a prime opportunity to be an independent business owner representing the largest and most well-known and respected brand of pressure washers in the cleaning industry.

The Landa brand, which is produced under the umbrella of Kärcher North America, has been building and supporting successful dealer partnerships since 1969.

For our part, the Landa brand offers you the top products, a proven marketing plan, operational guidelines, training, advertising and sales promotion support, financial programs and entry into a marketing network that has been consistently successful for decades.

You contribute investment, passion for business ownership, salesmanship and commitment.

For people with the right experience—in marketing, sales management, business-to-business sales, operations maintenance, pollution control and a dozen other areas of expertise—this is an opportunity of a lifetime.

Decide for yourself. A quick reading of this booklet should tell you if a Landa dealership is right for you.

If you're looking for a new opportunity with a proven business model, you can contact us for more information. Our selection criteria is high, but if you qualify, the Landa team will help you reach your business goals!



## Regional Manager Support

Landa offers assistance to get your dealership up and running as soon as possible. Your Regional Manager acts as a mentor to assist with the operational details of office and shop, to get your business off to a great start.

## Service

Much of your cash flow will come from the repair and maintenance of all brands of pressure washers.



## Recurring Revenue

We help develop recurring revenue streams for your business through preventative maintenance agreements and other opportunities.

## Landa

Landa is one of the most prestigious and trusted names in North America for industrial pressure washers.



# SOLVING ALL CLEANING NEEDS

Industrial cleaning is a fact of life, crucial to efficiency and dependability in all industries. It goes on everyday, everywhere. The Landa offering - including many consumable products - provide customers a way to clean faster, better and more economically than any other method.

## The Recognized Pressure Washer Brand

Landa is the brand leader in dozens of industries including, transportation, agriculture and construction.



Landa pressure washers take water from the tap and heat it to as much as 210°F at pressures from 3000 to 5000 PSI. Biodegradable detergent is combined with this heated, pressurized water and applied directly to the surface that needs cleaning. This combination of water, heat, pressure and detergent blasts dirt and grease away safely, efficiently and economically.

You will be amazed at the wide-spread uses of high-pressure cleaning equipment. From golf courses to car dealerships, from manufacturing and food processing to heavy equipment and transportation, virtually every business has need of a Landa pressure washer. This creates an enormous opportunity for Landa Dealers.

### Years of Growth and Success

Landa is a member of Kärcher North America, which is North America's largest manufacturer of industrial pressure washers, marketing the top names in the cleaning industry.

Today, the Landa name can be found on an extremely broad range of cleaning products including hot-and cold-water pressure washers... high-pressure pumps...accessories...replacement parts...biodegradable detergents engineered specifically for high pressure, high tem-

perature cleaning...and even environmental water cleaning equipment through the Water Maze product line that treats and recycles wash water. No other manufacturer offers such a total package for meeting the cleaning needs of your customers.

### Industry-Wide Brand Preference

In agribusiness, trucking, construction, manufacturing, food processing, and dozens of other industries, Landa has become the recognized brand name in cleaning equipment. More businesses specify Landa equipment than any other industrial brand.

The Landa brand has earned such a reputation for ruggedness and reliability that customers come back time and again to buy another Landa...or to trade in their old model for a new one. The repeat business is truly exceptional.

Plus, our fine-tuned, three-prong selling program...equipment, service and detergents...affords you the opportunity to lock-in customers for life so they never have a reason to look anywhere else.



# LANDA

There are scores of markets across the U.S. ripe with potential for a start-up business in sales, service and support of high pressure cleaning equipment.



#### A Landa Showroom

We'll help you stock the right equipment, parts, accessories and detergents to meet all your customers' needs.

#### Parts and Accessories

Landa dealers have more than 30,000 parts and accessories available to them for assisting customers.

#### Consumable Revenue

Landa offers consumables to support revenue stream, such as a wide selection of detergents formulated for hot and cold water pressure washers.

#### Financing

Equipment financing is available in partnership with our trusted vendor KLS Equipment Leasing. End-user and inventory financing programs available.

#### Marketing

We offer marketing and sales training support to give you the tools needed to be successful.



#### Support Systems

The solid Landa reputation has been established over the years by our highly professional marketing programs, including:

- Marketing schools, service training, conventions, regional dealer summits and on-site training from the professionals who wrote the book on success in our industry...in fact you'll be making sales calls with your seasoned Landa mentor the day you open your shop.
- National trade advertising campaigns, web marketing and direct mail campaigns complete with customer and prospect lists...you won't be crossing your fingers wondering if customers will come through the door.
- Full color sales literature, sales and training materials, sales support, newsletters, sales incentive programs and contests...all tools to insure you succeed and succeed big.
- Cash management plans such as factory financing, flooring programs, and factory-sponsored leasing along with warranty programs, training manuals and policy handbooks. We've trimmed the learning curve so you're making a profit faster.

#### The Landa plan can put you in business within 90 days

Our trained team provides advice on the operational legwork including building permits, trucks and signs while you're getting trained. You can be up and running the day you turn the key to the front door of your new business. In short, it's as close to a turnkey business as you'll find yet with NO franchise fees!

#### Proven Profitability

Up to two-thirds of Landa's independent dealerships have been in business for 20 years or more. While the average equipment sale is over \$5,000, some transactions can range up to \$50,000 or more. Add recurring parts, accessory and detergent sales, and obviously there's substantial profit to be realized from selling the broad selection of Landa products.

Energy, marketing sophistication, market penetration, sensible management and plain hard work dictate the success of a Landa Dealer. If you're the kind of individual who rises to a challenge, ownership of a Landa dealership can be all you hope for in personal achievement and financial success.



# LANDA®

## Buy with Confidence!

Landa's advertised specifications (PSI, GPM, etc.) are certified by the Cleaning Equipment Trade Association to be correct. And, of course, nearly all Landa equipment is certified by Equipment Testing Laboratory (ETL) which verified we are in compliance with OSHA and CPSA.



## Certification

Our manufacturing facilities have established and apply a Quality and Environmental Management System to be ISO 9001:2008 and ISO 14001:2004 certified.



**For more information please contact**

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