

# 1-888-PAVEMENT

## PAVEMENT LIFE EXTENSION

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### Sealcoating: Inexpensive Pavement Preservation

By Allan Heydorn, Editor, PAVEMENT MAINTENANCE AND RE-CONSTRUCTION

Depending on which region of the country you work, sealcoating season is either here or just around the corner, and this could be the year where sealcoating contractors are in greater demand than ever before. That's because sealcoating (and the pavement marking that follows it) is probably the single most-effective, most affordable pavement maintenance option available to homeowners and managers of commercial and industrial properties. And in these economic times where property managers are looking at rising vacancy rates, reduced revenues, and tighter maintenance budgets, professional sealcoating just might be the solution to their maintenance issues.

Consider commercial and industrial parking lots. In addition to preserving their asphalt pavement parking lots - possibly the single largest investment a property manager has to deal with - sealcoating unquestionably makes a property look good. It makes it look like it's being taken care of, like the property owners are concerned for their tenants and want the location to be inviting for the public, and it makes the public want to pay a visit to the property. Sealcoating demonstrates to tenants that the managers care about them and their business, and good looking properties are easier to lease.

The advertisement is a vertical banner with a black background and yellow accents. At the top, it reads "The One Source For All Your Paving Needs!". Below this is the company name "SURE-SEAL PAVEMENT MAINTENANCE INC." in large yellow letters. The phone number "1-888-PAVEMENT" is prominently displayed in a yellow box, with "PAVEMENT LIFE EXTENSION" underneath. A central yellow diagonal arrow points downwards, with the text "Discover How We Can..." above it. Below the arrow is a list of three benefits: "Save You Thousands", "Increase Your Property Value", and "Beautify Your Property", each preceded by a red checkmark. At the bottom, the website "www.1888PAVEMENT.ca" is listed. The advertisement is flanked by two vertical yellow bars, each containing the website "www.1888PAVEMENT.ca" written vertically. Six small images with captions are arranged around the central text: "CATCH BASIN REPAIRS", "HOT CRACK SEALING", "BEFORE SEAL COATING", "LINE PAINTING", "AFTER SEAL COATING", and "PAVEMENT REPAIRS".

**The One Source For All Your Paving Needs!**

**SURE-SEAL**  
PAVEMENT MAINTENANCE INC.

**1-888-PAVEMENT**  
PAVEMENT LIFE EXTENSION

*Discover How We Can...*

- ✓ Save You Thousands
- ✓ Increase Your Property Value
- ✓ Protect Your Investment
- ✓ Beautify Your Property

[www.1888PAVEMENT.ca](http://www.1888PAVEMENT.ca)

**CATCH BASIN REPAIRS**

**HOT CRACK SEALING**

**BEFORE SEAL COATING**

**LINE PAINTING**

**AFTER SEAL COATING**

**PAVEMENT REPAIRS**

**www.1888PAVEMENT.ca**

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