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## **New England Sealcoating has you covered for pavement repair and maintenance**

May 24, 2012 - Spotlights

Successful business owners know that one of the best sources of new business is referrals from people they trust in their industry.

When it comes to recommending a firm to handle commercial pavement maintenance and repair, installation of specialty surfaces (such as sports and high friction), decorative coatings, and line marking, many of New England's most experienced commercial and multi-housing property managers recommend New England Sealcoating/NESCO ([www.newenglandsealcoating.com](http://www.newenglandsealcoating.com)).

"There are lots of companies that do what we do," said Craig Swain, president of New England Sealcoating Co., Inc. (NESCO) "Our continued success and growth are due to a combination of factors: a trained, trustworthy and experienced professional staff; the most advanced equipment technologies, and the highest quality materials." He estimates that his company, founded in 1945, has sealcoated over 400 million s/f of parking lots, driveways, roads and walks.

Swain also credits much of his success to a combination of product and equipment versatility, he said, "These allow us to tailor our maintenance programs to the specific needs of the customer's particular pavement surface."

To the untrained eye, Swain points out, sealing pavement and filling cracks looks easy. "But to do the job right and make it last, we consider factors such as traffic patterns, pavement conditions, texture and porosity when designing custom maintenance plans," he said. This kind of attention to detail results in satisfied customers - and lots of repeat business.

John Sullivan, operations director for E. J. Paving Co. of Methuen, Mass., a long-time NESCO client and a paving industry expert for 31 years, said, "We've been doing business with New England Sealcoating for 21 years. They've done many jobs for us with very sensitive schedules, and have always come through."

Sullivan gives NESCO the highest compliment by saying, "I would not call anybody else. They are the best sealcoating company around. They do a great job and always do exactly what they say they are going to do."

Another satisfied customer is Paul Tallen, senior vice president at Niles Management Co. based in Canton, Mass., who has 25 years in commercial real estate. He likes the personal service provided by Swain. "We like the way his crew always gets it right the first time," said Tallen. "Their workmanship and the right vendor make me look good."

Tallen said NESCO "goes the extra mile to satisfy. We appreciate Craig's personal service. His proposals are detailed, he consults on what needs to be addressed in the near and short term, his plans are carefully mapped out, and his prices are always competitive." Tallen likes the fact that he deals with the owner.

Tapley Stephenson, property manager for Davis Marcus Management (part of the Davis Cos.), has

been dealing with NESCO for 9 years and said, "Craig of NESCO is one of the best vendors we have, not only because he does what he says, when he says and for a reasonable price, but also because he is the epitome of customer service...NESCO and the service they provide is the quickest, most noticeable, positive improvement you can make to an asset with onsite parking, period."

Kathy Duggan, property manager, The Nordblom Co. said, "I have been working with Craig for over 8 years. I can always count on him for a great response and great work."

Swain said, "Our philosophy is that preserving and upgrading pavement surfaces the right way from the outset is efficient and cost effective, possibly resulting in lower maintenance or replacement costs down the road."

Swain and NESCO sales manager Jay Muir are as committed to giving back to the community as they are to giving their customers the best service and products. NESCO has pledged to donate a portion of sales during the next few months - up to a maximum of \$35,000 - to Homes for Our Troops (HFOT), an organization that helps to build customized homes with adaptive features so disabled veterans will gain maximum freedom of movement and the ability to live more independently.

The explanation of his support illustrates Swain's character. "I've always been a history buff, especially related to the Vietnam era since I lived through it. I remember how poorly the Vietnam vets were treated when they returned and how bad I felt, especially for those who were injured. After September 1st, 2011, knowing how these courageous men and women's lives had changed, I wanted to do something tangible to thank them for their sacrifice. HFOT is a perfect fit for what we want to do. Now that I'm in a position to help, I feel it's my duty to step forward."

For more information and estimates related to sealcoating, pavement maintenance and repair, or installation of specialty surfaces (with a portion of sales earmarked for HFOT), call 800-225-4015 (888-SEALER-0), email [info@newenglandsealcoating.com](mailto:info@newenglandsealcoating.com), or visit [www.newenglandsealcoating.com](http://www.newenglandsealcoating.com).

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540