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## Why parking lot maintenance is important for your business - by Mike Musto

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To Preserve Quality: Too many business owners and property managers neglect the quality of their parking lots. The truth is your parking lot is of utmost importance as it relates to the functionality of your business, aesthetics, safety, and branding. Over time, parking lots become outdated and unsafe and an average parking lot ends up with faded lines, potholes, cracks, and other tripping hazards. If your parking lot is falling short, it could damage vehicles which is why it's very important to maintain the quality of your parking lot to make sure your employees have a safe and clean place to park their vehicles.

Mike Musto

**To Preserve Aesthetics:** A well maintained parking lot says a lot about your business. It is the first level of branding anytime someone arrives at your business. The look and feel of your parking lot means a great deal to your new customers. First impressions matter and the appearance of your lot, walkways, and landscaping determine customer impression that has the potential to lead to a sale and loyalty that lasts a lifetime.

**To Reduce Liability:** While looks, aesthetics, and quality are important, keeping your parking lot safe should be a significant motivation for investing in maintenance. If the parking lot is affected by holes and cracks, it is possible for an accident to occur that leaves an individual injured. To reduce your chances of being held responsible for these types of incidences, it's important to keep up with asphalt repairs such as crack filling, patching, and pothole filling so it adheres to the minimum standards and reduces stress and liability.

**To Reduce Costs:** Besides keeping your parking lot safe and attractive, maintaining your parking lot can save you on major repair or replacement costs in the future. By keeping up with consistent crack fillings, sealcoatings, and crack repairs, you can help ensure a longer lifespan for your asphalt parking lot. These services help to prevent heat, cold, water, gasoline, and more from penetrating the paving and affecting the strength and quality.

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before

after

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