

## ASPHALT MAINTENANCE AND CURB APPEAL

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You may have heard this before, "You never get a second chance to make a first impression." We've mentioned this in the past, especially when it comes to your business. While it may seem unimportant, the exterior of your business is equally as important as the customer service that your business provides. Whether your business is part of a large corporation or a mom-and-pop shop, you want an inviting exterior.

Here are a few ways to improve the curb appeal of your property:

1. Overgrown weeds, grass and flowers make your business look unappealing and can deter new customers. Maintaining the landscape and keeping it under control will not only improve the look but also aid in ensuring that inlets are not being clogged, allowing proper draining in your parking lot when it rains.
2. Faded paint whether it is on your building, or your asphalt surface gives the illusion of uncleanness. Faded line stripes in your parking lot can cause confusion for motorists too. Having fresh and precise markings will improve the customer experience and avoid any potential liabilities.
3. Cracked or uneven pavement and potholes are not only unsightly and uninviting, but also a liability. They're trip hazards and damaging to vehicles. Filling in the potholes and cracks will improve the look but also the asphalt pavement beneath the surface and increase the life of the asphalt.

It's important to walk your property and take note of the damages you see. If you're unsure of what maintenance services your asphalt parking lot needs, contact American Asphalt Company. We are the leading asphalt maintenance and paving contractor in South Jersey. Our experienced team will review the damages and provide a complimentary parking lot assessment to suit both your budget and needs.

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