



Beckage Sealcoating Co.

PAVEMENT PROTECTION AND MAINTENANCE SYSTEMS

908-730-7281 • www.beckagesealcoating.com • Pittstown, NJ

2011 BUSINESS PLAN & 2 YEAR GUARANTEE

After 17 years in the sealcoating business we at the Beckage Sealcoating Co. have seen many sealcoating contractors come and go. As we enter the 2011 season we now see our local area saturated with under-qualified, sub-standard contractors self-proclaiming themselves "SEALCOATING PROFESSIONALS" when they probably have never even applied a drop of sealer on pavement yet! Many of these contractors are traveling from far out of the local area, and even out of state to do work and make a quick buck! What are they doing in our area calling themselves a local contractor?

Our plan to counter this invasion is nothing less than an all out take no prisoners advertising and sealcoating campaign in all our local markets with emphasis on our exclusive sealcoating material and our new **2 YEAR GUARANTEE** for 2011. This campaign will provide you the consumer the facts you need to ensure that you receive a quality sealcoating job, and don't fall victim to a sub-standard, and under qualified contractor.

By using our buying power, as one of the states largest pavement maintenance service providers, our company is projecting to use over 100,000 gallons of product this year. Purchasing these types of volumes allows us to provide to our customers the most competitive pricing, and best quality material available.

SEALER FACTS & OUR EXCLUSIVE GUARANTEE:

Standard sealers contain approx 40% percent solids, and that's only if the contractor who mixes the required additives, water, and sand does this honestly, and correctly. If too much water is added, the solid content will drop below 40% thus resulting in a inferior product. Many less reputable companies over-dilute their material in an effort to lower their costs, thus making them more competitive in the local market. Our exclusive product will contain well over 50% solids, and will be made with a polymer modification system that is second to none. **Our exclusive sealer material will carry an iron clad written guarantee of 2 years against wear off, peeling, or flaking on all residential driveways.** (cosmetic sealcoating is excluded from this guarantee). This material should also last approximately 3 years on the standard residential driveway when brush applied. For the value conscious consumer, the choice is obvious. Most other contractors will only offer a 1 year guarantee, if any at all, and their standard sealer will only last 2 years before needing to be re-applied. This exclusive sealer is made only for our company, and cannot be sold to other contractors. We feel that using our buying power as the areas largest pavement maintenance service provider to obtain this exclusive product for our local residential clients, will confirm our strong hold in the local market, and our already tremendous success as being the areas largest full service pavement maintenance company. We look forward to doing business with you soon.

