



9 Surprising Ways Commercial Paving Helps Your Business

(Hint: Most People Never Think of #6)

Have you ever seen the movie, Jurassic Park?

It's about dinosaurs on a remote island that break free and gobble up people.

There's a scene early on when a twenty-foot-tall T-Rex tears its way through a massive, wired fence in a breathtaking moment.

The special effects guys later said, "People watched that scene and didn't even think about how much effort it took to build that fence."

Parking lots are sometimes like that. We take them for granted until we encounter a bad one!

The truth is, having your business lot commercially paved can do wonders for your business.

Below are nine ways commercial paving will help you.



Surprising Benefit #1: It Creates a Great First Impression

I know that every time I pull into a parking lot of a familiar business and see that it's been freshly paved, it makes me feel good inside.

Like I'm about to spend money on a business that cares how it looks.

Just as you want the lettering on your signs to be clean and straight to create a good first impression, a parking lot with clean fresh paving (and [striping](#)) will do the same thing.

People notice it, too.

They'll walk into your business in a much more receptive state of mind to do business with you.

Surprising Benefit #2: Safety

Remember that old saying, "trip on a crack, break your mother's back?"

A pothole-riddled and cracked parking lot is an accident just waiting to happen.

Most business owners know this. If someone is walking along your parking lot and they trip and fall, you could be sued.

Also, think about children riding their bikes on or around your parking lot?

It's true that (depending on your business) they shouldn't be there.

However, if your parking lot is accessible, know that children probably will find it and play on it at some point.

If your lot is smooth and safe, the risk of injuries to kids playing goes way down...and with it, your potential liability.

Having a clean, smooth, beautiful parking lot makes injury to pedestrians much more unlikely.

Surprising Benefit #3: Increases Property Value

Did you know that commercial paving can increase the value of your property by five percent?

That's an important number to keep in mind if you plan on selling your property and moving your business elsewhere in the next few years.

This five percent increase simply comes down to an increase in curb appeal – the property simply looks nicer to the casual observer.

There's another sub-benefit of the increase in curb appeal.

If you own a strip mall (for instance) and plan to rent out space to other businesses, you can charge more for rent.

Surprising Benefit #4: Your Regular Customers Will Notice

Even if they don't mention it, regular visitors to your business will take notice of the improvement you have made to your business.

They will feel better about spending money on your business.

No one wants to spend money on a business that looks like the owner can't be bothered to take care of it.

They'll be in a better mood when they walk through your door. And that will make any business you do much more pleasant.

Who knows? They might even refer more customers to you.

It's true - A better parking lot can lead to an increase in business!



Surprising Benefit #5: Increases Foot Traffic

Many people are hesitant to try a new business for the first time.

Maybe they've been burned by similar businesses in the same industry.

Or they don't like letting go of their hard-earned money.

Whatever the reason, new prospects may be quite nervous when they walk through your doors for the first time.

Because of this, they'll often use any little excuse they can think of to not enter the building.

Having a smooth, well-maintained safe-looking parking lot will help lower resistance and make new customers feel more comfortable coming to you.

Surprising Benefit #6: Cleanliness

I've already mentioned the feeling of safety some people will feel pulling into your business for the first time, but what about cleanliness?

No customer wants to visit a business they perceive as 'dirty.'

Having a well-maintained commercial lot will create a feeling of cleanliness in the minds of your customers.

It's not just in the mind of your customers, either.

Your business really will be cleaner – a clean paved lot prevents mud and dirt from collecting. That means fewer muddy footprints being tracked into your business.

Not only will this make your customers feel better, but it will create less work for you or your staff.

You won't constantly be sweeping and cleaning dirt and mud that's been tracked in.



Surprising Benefit #7: Possible Tax Credits

If you choose to have a 'porous' asphalt lot installed, you may qualify for a tax credit.

Here's how it works.

A porous asphalt lot allows water to seep through it and soak back into the soil beneath naturally.

This is ideal as it reduces water run-off in other types of installations.

Many municipalities offer 'green' tax credits for this kind of installation, so it's worth doing some research with your local government.

Also, it's just better for the environment.

Surprising Benefit #8: Durability

Asphalt is surprisingly durable.

Depending on the nature of your business, you may have a wide variety of different kinds of vehicles pulling into your parking lot each day.

From customer cars to the big tractor-trailers delivering supplies, asphalt is strong enough to withstand it all.

With proper maintenance (like [annual seal coating](#) and [crack filling](#)), asphalt can last for several years with minimal repair.



Surprising Benefit #9: Snow Melts Quickly

Because of its very nature and black color, asphalt will absorb more heat from the sun which will help snow and ice melt faster. That's less maintenance for you.

Ready for the Next Step? We Can Help

So, there you have it – nine benefits to commercial paving for your business. Chances are, at least a few were surprising and made the case for the investment.

If commercial pavement is something, you're considering for your business, [contact us](#) today and we can discuss your needs.