

Play to win or we all lose !!!

Attention: Seal Coaters

I am just guessing most of you don't go to work for the love of sealer! We are all trying to make a living in this tough economy. Why is it then that seal coaters are their own worst enemies ?

All trades have competition but they have unions or trade organizations that work together to get them better wages and benefits. But not seal coaters instead of working smarter we work against each other. We may all be on different teams but we should all work together to make MORE MONEY!

Times are tough and the weather only gets more unpredictable but homeowners still want their driveways sealed. Fortunately most homeowners are smart enough to realize its not cheaper or practical to do it themselves.

So why are we giving our work away ? Everything goes up but seal coaters keep cutting prices . Homeowners were happy to pay \$65 or more to seal a standard two car driveway a few years ago. So why are we offering to do it for any less ? Lets stop giving our selves a cost of living pay cut !

The average homeowner knows the value of your service. They will pay a fair price for your work unless we continue to lowball and cutthroat ourselves. If everybody demands a fair price for their work they would expect to pay it!

You can only cut costs so far but for every extra dollar you get for the same job it goes in your pocket. After the cost of sealer, supplies, fuel , flyers , repairs and so on you only keep about \$20 for sealing a standard driveway. So if you added just \$5 to every job you would be giving yourself a 20% PAY RAISE !

So try working a little smarter this season ! Improve your company image, offer better service , take more pride in your work. Lets start working together and demand a fair price for your work. Play to win this summer or we all lose!!!

Sincerely,

Dr. Blacktop
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