

**5**

**WAYS A  
CHEAP-ASS-PHALT  
COMPANY  
WILL DISAPPOINT YOU**



**STRIPE A LOT**  
**1-800-BLACKTOP**  
ASPHALT MAINTENANCE LLC



**No one wants to pay more for a service than it's worth.**

We're homeowners and business owners, just like you. We know that improvement projects and routine maintenance are expensive.

You should shop around to make sure you're getting the most value for your hard-earned dollar. But there's a difference between great value and "a steal of a deal." In any "steal," you're the one they're stealing from.

**You deserve asphalt that looks great and lasts longer.**

**You also deserve to be treated with respect.** You will get that from Stripe A Lot. But you won't get that from every asphalt company.

Before you hire someone, we want to warn you about the ways cheap asphalt companies will cut corners and pull a fast one.

Here's what to watch out for when hiring an asphalt company.

**1**

CHEAP ASPHALT  
COMPANIES  
**ARE NOT**  
**UPFRONT**  
WITH THEIR  
PRICING.



Cheap asphalt companies will fake a low price in order to convince you to buy. Then, they'll tack on all of the hidden surcharges, fees, and upsells. (They're worse than airlines with all of their hidden fees!)

It's wrong when companies get their foot in the door with a low bid, knowing they'll just add items that end up costing you more in the end.

**At Stripe A Lot, the price we give you in the estimate is the price you will pay.** No upselling. And if we run into a complication that none of us anticipated, we will have a very clear conversation before we move forward.

## The Questions You Should Ask

“Is this estimate the exact amount I will pay?”

Answers: .....

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“What other charges or fees will get added to this estimate?”

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“Is this your base price or custom to the specifics of my job?”

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**2**

**CHEAP ASPHALT  
COMPANIES  
DO NOT USE  
QUALITY  
MATERIALS.**



Asphalt can be mixed using a wide range of recipes with different ingredients and proportions. Think of it like chocolate chip cookies — some are bendy, some are puffy, some are flat, some are crispy on the outside but gooey in the middle... (Mmmm. Cookies! 🍪)

With asphalt, every recipe and the quality of the materials impacts the final strength, color, and smoothness.

There are different recipes designed specifically for different applications, including commercial, residential and industrial.

Cheap asphalt companies may use the wrong recipe for your job. Or, they won't use the right amount of sand (an expensive ingredient). Some use oil-based products that are inferior and get tracked inside. Or they'll use additives to water down their mix. There are plenty of sneaky ways for them to cut costs and increase profits, but you end up with a less durable surface.

**At Stripe A Lot, we use the right mix and quality ingredients for each job, ensuring that you have asphalt that looks great and lasts longer.**

## The Questions You Should Ask

“What are the asphalt qualities you’re trying to achieve for my project?”

Answers: .....

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“How will you determine what mix to use?”

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“Will you be using any sand in my project?” (The answer should always be “yes.”)

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**3**

**CHEAP ASPHALT  
COMPANIES  
DO NOT  
HAVE THE  
EXPERIENCE  
TO DO THINGS  
RIGHT.**



Cheap asphalt companies may not have the experience needed to do the job right, because every year they may hire a new crew with little or no experience.

Why so much hiring? Our working season is usually 9 months long. You know the joke: “In Michigan, there are two seasons: winter and construction.” 🚧 That means there can be high turn-over in our industry.

If your project is done by a crew that doesn't have experience or isn't properly supervised, you can have problems. Improperly laid asphalt will lead to long-lasting and expensive problems. Cracks, potholes, poor drainage, and other issues will cost you money down the line. Improperly striped parking lots can result in municipal fines and a poor customer experience.

**At Stripe A Lot, our employees have been with us for years and have decades of experience. Every new employee is paired with an experienced crew.**

P.S. Here's another way cheap companies cut costs: they don't pay their employees well. We're proud of the wages we pay our employees. They work hard under difficult conditions.

## The Questions You Should Ask

“How much experience do the employees on my project have?”

Answers:

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“Will there be a crew leader on my project at all times? And will that be the same person every day?”

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“If I have a question while the work is being done, who do I talk with?”

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**4**

**CHEAP ASPHALT  
COMPANIES  
DO NOT STAND  
BEHIND THEIR  
WORK.**



Does the company you're talking to offer a warranty? What happens when water starts pooling on the surface due to not grading your driveway or parking lot correctly? What do you do when you can not get a hold of them any longer? How about when cracks or potholes develop within a few months?

If they don't stand behind their work by offering some type of warranty then it's best not to risk it.

**At Stripe A Lot, all of our work is covered by our workmanship warranty for a full year after installation.** We are committed to making sure your asphalt surface looks great and lasts longer than those other guys.

We are a local, family-owned and operated business providing quality asphalt and paving work for homeowners and businesses. We take tremendous pride in our work, equipment, and hard-earned reputation as being West Michigan's leader in the industry.

- We've been awarded Holland's "Best of the Best" every year since 2016.
- We've been a member of the Holland Chamber of Commerce for decades.
- We have an average 4+ star rating from our customers.

We've earned those designations by doing things right the first time And if there's ever a problem, we will make things right.

## The Questions You Should Ask

"Do you warranty your work?"

Answers:

"What does your warranty cover?  
What does it NOT cover?"

"Does the product you use also  
include a warranty?"

"Have you ever been sued?"

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A man with short, light-colored hair, wearing a blue checkered shirt, is shown in profile from the chest up, talking on a white telephone. The background is a soft, out-of-focus office setting. A large yellow circle with the number 5 is positioned in the upper left quadrant of the image.

**5**

**CHEAP ASPHALT  
COMPANIES  
HAVE POOR  
CUSTOMER  
SERVICE.**



You deserve a quality asphalt product, but you also deserve great customer service.

Cheap companies cut corners when it comes to customer service. They may not have someone knowledgeable answering the phone. They may not show up on time. They may not respond quickly. They may not listen well when you describe your project. They may not be in business in a few years when you need maintenance or repair work.

Bad customer service can turn your project into a nightmare.

**At Stripe A Lot, customer service is a top priority.** You're our neighbors and friends. We've been around since 1984 and intend to be around for years to come. Not only do we treat you well because you deserve it, but our business wouldn't last long if we didn't.

## The Questions You Should Ask

“Do you have someone who answers the phone full time?”

Answers:

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“When can I expect to hear back from you?”

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“Will you call or text me before you come out to provide an estimate or show up to do the work?”

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“How often does your schedule change? How likely is it that my job will be delayed?”

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## It's easy to get asphalt that looks good and lasts longer.

You want asphalt that looks great and lasts longer.

You won't get that from cheap asphalt companies. So while it may be tempting to save a few bucks, you'll more than pay for it in poor quality and low satisfaction.

We can come out and fix the mistakes a cheap asphalt company will make. But we'd much rather do the job right for you the first time.

**Let us save you all the hassle, expense, and disappointment of getting scammed.**

1

**Schedule your free, custom estimate.**

Call **616.772.2559** or click this link:

[stripealot.org/free-estimate](https://stripealot.org/free-estimate)

2

**We answer all of your questions and discuss scheduling.**

3

**You relax, knowing you hired the best company.**

**You get to enjoy asphalt that looks great and lasts longer.**