

A PROPERTY MANAGER'S GUIDE TO ASPHALT SEAL COATING COMMERCIAL ASPHALT SURFACES

How to Ensure You Receive Two Coats of Pavement Sealer



**LEARN THE TOP 5 DIRTY SECRETS SEAL COATING
CONTRACTORS DON'T WANT YOU TO KNOW!**

FIX ASPHALT.com
ASPHALT / CONCRETE / PAVEMENT COATINGS

Steven Brahney
March 2025

WHY THIS MATTERS

When contractors cut corners by applying only one coat of sealer while charging for two, your property suffers from:

- Reduced protection against UV damage, water penetration, and chemical spills
- Shortened pavement life (40-60% less protection than promised)
- Premature cracking and deterioration
- Higher long-term maintenance costs

This guide provides simple, actionable steps to verify you receive the full two-coat application you've paid for.

In some instances, only one coat of pavement sealer may be required for properties you are looking to add quick curb-appeal, seal coating that is for cosmetic purposes that is going to be milled and paved in 1-2 years or for budget reasons.

This guide is not intended for those applications. This guide is intended for projects where a client specifically requires a 2-coat application, or a contractor states in their proposal they are applying 2-coats and only applies a 1-coat application.

THE TOP 5 DIRTY SECRETS OF SEALCOATING CONTRACTORS

How They Cheat You Out of Your Second Coat

DIRTY SECRET #1: THE "SPOT COAT" DECEPTION

Unethical contractors will apply a full first coat to the entire parking lot, but then only apply the second coat to highly visible areas – typically areas near building entrances, main driving lanes, and spots visible from management offices or security cameras. The peripheral areas, back sections, and less trafficked portions receive no second coat whatsoever. This creates the illusion of a complete application while using 50-70% less material for the second coat. A quick inspection from a distance or casual drive-through will appear to show a properly sealed lot, while closer examination would reveal dramatically inconsistent coverage.

DIRTY SECRET #2: THE "NIGHT SHIFT" SCHEDULE MANIPULATION

Contractors deliberately schedule second coat applications during off-hours—typically late evening or very early morning—when they know property management will not be present. The work crew arrives with significantly less material than required, documents their presence with a few photos of trucks and equipment on-site, but applies little to no actual second coat. Some crews will even wet down sections of the lot with water to temporarily darken it, creating the appearance of fresh sealcoat in case anyone happens to check during the early morning hours. By morning, the water has evaporated, leaving no evidence of the deception, while dated photos "prove" the crew was on-site performing work.

DIRTY SECRET #3: THE "DOUBLE STRENGTH" MATERIAL LIE

Many contractors claim they've applied a "double strength" or "airport grade" single coat that equals or exceeds the protection of two standard coats. This is technically impossible. Sealcoat must be applied in thin layers to properly cure and adhere to the pavement. A single thick application will not properly cure, leading to tracking, alligator cracking, and premature failure. Additionally, manufacturer specifications explicitly prohibit excessive material thickness. This deceptive practice allows contractors to use half the material while claiming superior results. They often point to the initial rich black appearance as "proof" of quality, knowing the property manager won't understand that proper curing requires controlled application thickness regardless of material concentration.

DIRTY SECRET #4: THE STRATEGIC DILUTION SCHEME

Some contractors will apply two coats, but with the second coat so severely diluted it provides minimal protection. Standard industry dilution rates typically call for 20-30% of water to 100 gallons of sealer concentrate. For second coats, unethical contractors may dilute at ratios of 50+ %, or even 1:1, creating what amounts to black-tinted water. This allows them to cover the entire surface quickly with minimal material cost. The result looks temporarily acceptable but fails rapidly. Contractors count on property managers not having the specialized knowledge or showing up unannounced to verify proper material composition. Some may even be blatant enough to show up with a full tank of pavement sealer, spray out half of the tank and then use the clients water hose to fill it back up thereby tripling the dilution rate.

DIRTY SECRET #5: THE "PHANTOM SECOND COAT" DOCUMENTATION FRAUD

The most brazen deception involves complete fabrication of second coat application. Contractors take extensive photos during the first coat application from multiple angles and locations. Later, they selectively share certain photos, claiming they document the "second coat" application. Without time-stamped images or specific verification protocols, property managers have no way to prove which coat is being shown in the images. Some contractors go further by digitally darkening images or manipulating dates on documentation. They rely on the fact that once the job is "complete," the visual difference between one coat and two coats is subtle enough that most property managers cannot definitively prove they've been defrauded without specialized testing.

THE FINANCIAL IMPACT OF THESE DECEPTIONS

When contractors employ these tactics, they typically realize 30-45% higher profit margins while property owners experience significantly reduced protection:

- A proper two-coat application typically provides a service life of 2-3 years
- A fraudulent "two-coat" application may provide only a few weeks to 6 months of protection
- The difference represents a 300-500% negative return on investment when calculating the accelerated deterioration and premature replacement costs

The bottom line: these deceptive practices cost commercial property owners nationwide an estimated \$300-500 million annually in premature pavement failure and replacement costs.



BEFORE HIRING A CONTRACTOR

Step 1: Get Detailed Specifications in Writing

- Require explicit mention of "**two separate coats**" in the contract
- Specify minimum gallons of sealer per square foot for each coat
- Standard coverage: 1st coat (0.10-0.12 gal/sq yd), 2nd coat (0.08-0.10 gal/sq yd)
- Include a 24-hour minimum cure time between coats in the contract only if the property can be closed to traffic for 48 hours. This is not always feasible and in those circumstances the 2nd coat will have to be applied the same day- but only after the 1st coat has dried as to not show tire marks from the application truck.
- Request material specifications and data sheets from the manufacturer. Ask for a contact at the manufacturer to verify the contractor purchases the material from that manufacturer.

Product Data 114-22

NEYRA[®] Professional Grade

Neyra AE
Asphalt Pavement Sealer

1. PRODUCT NAME
Neyra AE

2. MANUFACTURER
Neyra Industries, Inc.
10700 Evendale Drive
Cincinnati, Ohio 45241

Phone: 513-733-1000
Toll Free: 800-543-7077
Fax: 513-733-3989
Email: info@neyra.com
Website: www.neyra.com

- **Environmentally Friendly:** Contains less than 0.1% Polycyclic Aromatic Hydrocarbon (PAH) content. It is also a low VOC, non-flammable coating that contains no coal tar or emits obnoxious odors.
- **Fast Dry & Curing:** Higher solids, polymer modified asphalt emulsion allows for a faster cure, opening to traffic faster.
- **Protects & Beautifies:** Neyra AE forms a tight seal that is impenetrable to the destructive effects of sun, water and chemicals giving your pavement a deep black long-lasting color.
- **Tough & Durable:** Neyra AE is a polymer modified, mineral reinforced asphalt emulsion blended with emulsifiers and surfactants for superior durability, adhesion and flexibility

3. PRODUCT DESCRIPTION
Neyra AE (Asphalt Emulsion) is an environmentally friendly asphalt emulsion containing high molecular weight polymers, mineral fillers and modified with specialized surfactants that is formulated as a weather protective, wear resistant coating for asphalt surfaces.
Packaging:
Bulk shipments made in tank trucks. Also available in 55 gal. steel drums.
Color:
In the liquid state, Neyra Asphalt Emulsion is a dark brown / black emulsion. When dry, Neyra Asphalt Emulsion is a deep black color.
Basic Uses:
Neyra AE extends the service life and reduces maintenance costs of asphalt pavements, protecting them from the destructive effects of water, sunlight and oxidation. When mixed and applied according to manufacturer's recommendations, Neyra AE provides a new looking, long lasting surface that is easy to clean.
Composition:
Neyra Asphalt Emulsion is an environmentally friendly, concentrated, high solids, mineral reinforced asphalt emulsion fortified with a high molecular weight polymer. The binder base is emulsified in our high temperature, high shear, state of the art manufacturing

process. The hot blending process of the high molecular weight polymer and asphalt base resin along with other quality raw materials creates a homogeneous coating formulated to be job mixed with high sand loads, providing an exceptionally tough, long lasting, skid resistant surface.

4. INSTALLATION
Preparatory Work:
The asphalt surface must be structurally sound, surface cured and free from all loose or foreign matter prior to the application of Neyra AE.
Methods:
Neyra AE can be applied by spray, squeegee, brush or mechanical equipment designed for this purpose. Due to the heavy body of the Neyra AE slurry mix, application by means of specialized equipment is recommended. This equipment can be of two types, high volume positive displacement airless spray or mechanical squeegee. Both types must be capable of keeping material thoroughly mixed and homogenous throughout the application process. All equipment used must be capable of supplying a sufficient quantity of material for uniform application over the entire width of the application mechanism to provide a uniformly coated surface.
Mix Design:
Neyra AE is a highly concentrated material intended to be mixed with

water and mineral aggregate to form a ready to use pavement sealer. **Do not over dilute.**
Use only Neyra additives specifically designed for Neyra AE. **Do not use other additives.** They are not chemically compatible with Neyra AE and will degrade the emulsion.

Per 100 gallons of Neyra AE

Water	Sand	Yield
15-20 gal.	300-500 lbs.	129-143 gal.

All sand used should be clean, dry, pure silica sand, free of contaminants. Medium fine sand with an A.F.S. rating of 50 to 70 gives best results. There should be no more than 2% retained on 30 mesh or coarser; no more than 10% retained on 140 mesh and no more than 0.3% retained on 200 mesh.

Application:
For use over sound asphalt pavement, the following application procedures are recommended for best results:

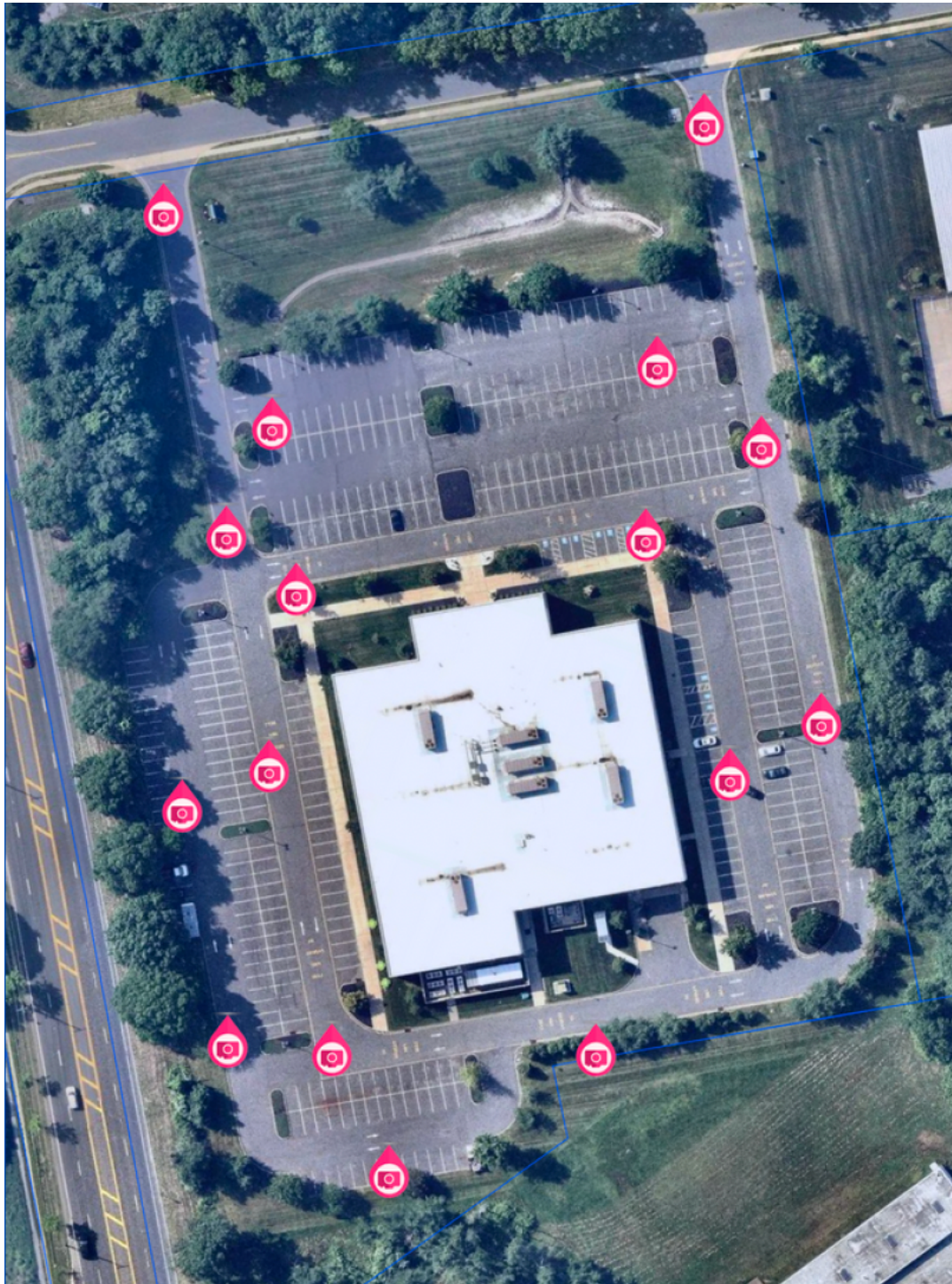
Application Rate per Coat

	Gal/SY	Gal/SF
Concentrate	.10	.011
Mix	.13 - .15	.014 - .016

One gallon of concentrate will cover 90 square feet per coat. Multiply square yards of surface x 0.1 to determine

Step 2: Establish Verification Protocols

- Include a "Documentation Requirement" clause in your contract
- Require photographs of the second coat application (2 photos per 10,000 sq ft)
- Specify that photos must show fresh sealer being applied
- Request material delivery tickets for verification of total quantity
- Schedule specific inspection times for both coat applications



In the example above is a map we use for seal coating to show the seal coating team where to take pictures from to provide documentation that 2-coats of sealer were applied.



In this verification picture it is visibly evident of the 2nd coat of pavement sealer being applied.

Step 3: Verify Contractor Track Record

- Ask for references specifically about two-coat applications
- Request before/after photos of projects over 2+ years old
- Check reviews mentioning longevity of sealcoating work
- Ask directly: "How do you document your two-coat application process?"

DURING THE APPLICATION PROCESS

Step 4: First Coat Verification

- Be present at the start of the first application if possible
- Note the color of fresh sealer (deep black)
- Observe the consistency and coverage
- Take your own dated reference photos
- Mark small test areas with duct-tape for thickness comparison

Step 5: Between Coats Monitoring

- Verify the first coat has completely dried before second coat begins
- Examine the first coat for consistent coverage
- Photograph any areas of concern or uneven application

Step 6: Second Coat Verification

- Schedule to be on-site when second coat begins or check on-site security cameras if you have them.
- Observe the application process
- Verify the entire area receives coverage, not just visible or high-traffic sections
- Ensure photos are taken as specified in your contract (2 per 10,000 sq ft)
- Request to see material samples from the tank to check the pavement sealer for a viscous homogenous mix- not a watered down sealer.

AFTER COMPLETION

Step 7: Documentation Collection

- Collect all promised photographs showing second coat application
- Request time-stamped images if previously agreed upon. Have your contractor use FREE apps such as TimeStamp Camera that show date, time and GPS address
- Compare actual material usage against estimated quantities. The seal coating crew should have a tracking form to track gallons used for job costing purposes.
 - Formula: Total gallons should equal approximately (Total sq yds × 0.18-0.22 gallons)
- Receive written confirmation and guarantee of two-coat application

Step 8: Final Inspection

- Conduct a thorough inspection after curing
- Look for consistent color and texture across the entire surface
- Check thickness at various points, especially in less visible areas
- Document any inconsistencies with photographs
- Withhold final payment until all verification steps are complete

RED FLAGS TO WATCH FOR

- Contractor completes a large area in significantly less time than estimated
 - Significantly lower material quantities than expected for your square footage
 - Resistance to providing documentation or photographs
 - Unwillingness to have property manager present during application
 - Vague contract language about application methods
 - No specification of cure time between coats
-

VISUAL INSPECTION GUIDE

Properly Applied Two Coats:

- Deep, rich black finish
- Consistent color throughout
- Uniform texture across the surface
- No visible pavement through the sealer
- Even coverage in both high-traffic and peripheral areas



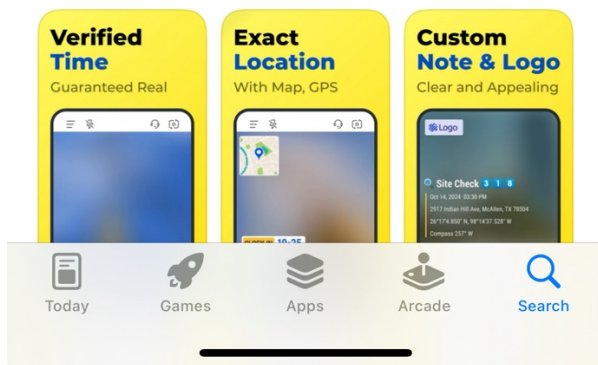
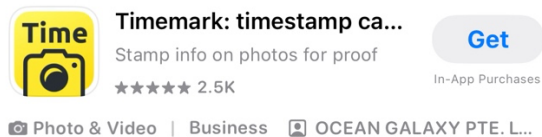
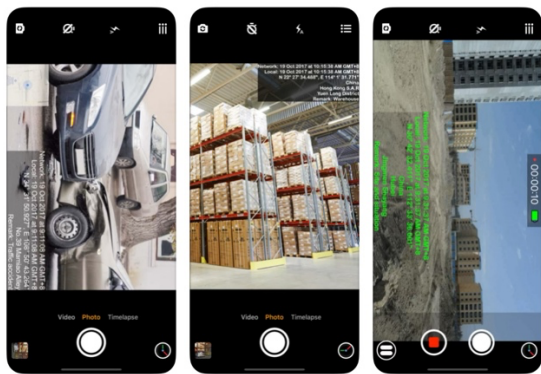
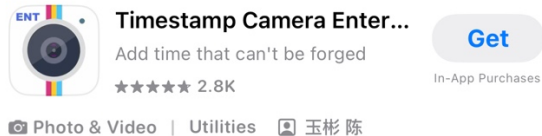
Signs of Single-Coat Application:

- Grayish rather than deep black appearance
- Underlying pavement visible in some areas
- Inconsistent coloration
- Rapid fading within first few months
- Thin appearance, especially in less visible areas
- Thicker sealer where the parking lot was “cut in” with a brush/squeegee and much thinner in the center



YOUR VERIFICATION CHECKLIST

- ☐ Detailed contract specifying two separate coats with measurements
- ☐ Photo documentation requirement, included in contract (2 per 10,000 sq ft)
- ☐ Minimum dry time between coats specified
- ☐ Before, during, and after photos taken
- ☐ On-site verification of both coat applications
- ☐ Final inspection conducted after complete curing
- ☐ All documentation collected before final payment



This guide can be attached to your RFP documents and contracts to clearly communicate your expectations to all sealcoating contractors. By following these steps, you'll significantly reduce the risk of receiving less than the two full coats of sealer that protect your valuable pavement investment.