



Why Should You Keep Your Parking Area Clean?

- Well maintained parking areas and sidewalks are a key to attracting customers. Studies have shown that cleanliness ranks as one of the top factors in determining where people shop. Many people consider exterior cleanliness to be as important as interior cleanliness.
- Storm water runoff is fast becoming a factor in our environment. Sweeping your parking area on a regular basis can help to minimize pollutants in your storm water stream.
- It is virtually impossible to develop or retain the desired competitive edge if a business' exterior, including the parking area, is unkempt.
- When your parking area is clean to begin with, shoppers are less likely to throw trash out of their cars when they come to shop.
- Sand, dirt and other trash are abrasive. When dirt is allowed to stay on pavement, it quickly starts deteriorating the paving material. Replacement costs for pavement far exceed the routine expense of sweeping. Removal of these elements can save you time and money down the road.
- The professionalism of the local business community at large is a composite of the individual images projected by each of the businesses within it.
- Having a clean parking lot projects an image of success, and people prefer to patronize the successful.