

THE SEALCOATING STARTUP GUIDE

FROM ZERO TO SEALED.

Everything a complete beginner needs to launch a real sealcoating business — get registered, get insured, get the right gear, learn the craft, and **run the whole operation on SealPoint.**



SealPoint

QUICK-START EDITION



START HERE

Sealcoating is one of the most accessible trades you can start. The work is learnable in a weekend, the equipment can be **rented instead of bought**, and a single driveway can pay for your first day on the job. What stops most people isn't the squeegee — it's everything *around* the squeegee: forming a business, getting insured, pricing the work, and keeping it all straight.

This guide takes you from **"I've never done this"** to **a registered, insured business ready to book its first paid job** — with SealPoint as the system that runs it all. SealPoint handles the paperwork while you handle the real work.

HOW THIS GUIDE IS BUILT

You'll see two kinds of highlighted boxes throughout, color-coded so you always know what you're looking at:

SPEC

SPEC BOX

The clay-colored boxes contain exact numbers — mix ratios, coverage rates, dry times — drawn from published product specifications as a real-world example. On the job, these are the numbers that matter.

SEALPOINT

DO IT IN SEALPOINT

The yellow boxes show you exactly where SealPoint handles the task for you — quoting, scheduling, invoicing, getting paid — so you spend your time sealing, not shuffling paperwork.

This guide is educational and is provided free of charge. It is not legal, tax, accounting, or insurance advice. Business registration, licensing, and insurance requirements vary by state, county, and municipality — always confirm your local requirements before operating. SealPoint is an independent software platform and not a manufacturer of pavement maintenance products; always follow the current technical data sheet, safety data sheet, product instructions, and local distributor guidance for the materials you use. Product names referenced in this guide are trademarks of their respective owners. SealPoint is a product of DataRivr.

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01

SECTION ONE

SET UP YOUR BUSINESS

Before you touch a single driveway, spend one afternoon building the foundation: a real business entity, a way to get paid, and insurance that protects everything you own. Do it once, do it right, and never worry about it again.



01

SECTION 1 • SET UP YOUR BUSINESS

FORM YOUR BUSINESS THE RIGHT WAY

It's completely legal to start sealing driveways under your own name and Social Security number — but it's a mistake. The moment you spray sealer on someone else's property, you've taken on risk, and without a business entity that risk lands on your personal bank account, your truck, and your house.

Forming a Limited Liability Company (LLC) draws a hard line between **you** and **your business**. If a job ever goes sideways, the business is on the hook — not your family's savings. It also makes you look legitimate to customers, lets you open a business bank account, and makes tax season far simpler.

⚠️ HEADS UP — THE SSN TRAP

If you're already taking sealcoating money under just your Social Security number, every dollar of liability is personal. This is the one thing in this guide worth stopping to fix **today**. The whole process below takes about 20 minutes and a small state filing fee.

— THE FIVE-STEP SETUP



1. Name your business

Keep it simple and searchable. Customers should know what you do from the name alone — something like "[Your Town] Sealcoating LLC" beats anything clever. Before you commit, search your state's business registry (a free lookup on your Secretary of State's website) to make sure the name isn't taken.

2. File your LLC — the fast way with Stripe Atlas

You don't need a lawyer or a tangle of government websites. The cleanest path is **Stripe Atlas**: you answer a few questions, and Atlas files your formation paperwork, gets your EIN, and sets you up to take payments on Stripe — the same Stripe that powers SealPoint. One modern flow, start to finish.

A couple of things to know going in:

- **Flat, predictable pricing.** Atlas charges a one-time formation fee that includes your first year of registered-agent service, then a small annual fee to keep it active — no surprises, no upsells.

- **Atlas forms your company in Delaware**, a state with well-established, business-friendly laws. Since you'll be working locally, you'll usually also register that LLC to do business in your home state — a quick, standard "foreign registration" step that Atlas's guidance and your accountant can walk you through.

Want the cheapest route instead? File directly on your home state's Secretary of State website for just the state fee (typically **\$50–\$200**). It's more hands-on and you'll set up payments separately — but it works.

3. Get your EIN (it's free)

An Employer Identification Number is your business's tax ID — a Social Security number for the company. You need it to open a bank account and to keep your personal SSN off customer paperwork. Get it **directly from the IRS website for free** in about ten minutes. Never pay a third party for an EIN; anyone charging for one is reselling a free government service.

4. Open a business bank account

The instant your LLC is approved and your EIN is in hand, open a separate business checking account. This one's non-negotiable: mixing personal and business money ("commingling") can legally erase the liability protection your LLC just gave you. Bring your LLC filing and EIN letter — most banks open the account same day.

5. Turn on payments through SealPoint

Here's where the busywork disappears. SealPoint runs payments on **Stripe** — no separate merchant account, no card-reader contract, no accounting software needed to get started.

SEALPOINT GET PAID ON DAY ONE

No delays. No paperwork. Just payment. Connect payments in a few clicks when you create your account — then every quote you send can be accepted and paid online, with the money flowing straight to your business bank account.

- Send professional quotes and invoices by text or email
- Customers pay by card or bank transfer — no chasing checks
- Deposits and final payments tracked automatically per job

BOTTOM LINE

One afternoon of setup — name, LLC, EIN, bank, payments — and you're a real business. Everything after this is about doing the work and growing.

02 SECTION 1 • SET UP YOUR BUSINESS

GET INSURED & STREET-LEGAL

Insurance is what lets you sleep at night. Sealcoating means hot materials, spray equipment, and working on property that isn't yours. Most of the time nothing goes wrong. But the one time a customer's garage door gets oversprayed or someone slips on a freshly sealed lot, your insurance is the difference between a phone call and a catastrophe.

— THE COVERAGE YOU ACTUALLY NEED

COVERAGE	WHAT IT PROTECTS	WHEN YOU NEED IT
General Liability (GL)	Property damage and injury you cause on the job — overspray, slips, damaged landscaping. Your core policy.	Day one. Always.
Commercial Auto	Your truck or trailer when used for the business. A personal auto policy often won't cover a vehicle used commercially.	As soon as you use a vehicle for work.
Workers' Comp	Medical bills and lost wages if an employee is hurt. Required by law in most states once you hire even one person.	When you hire your first helper.

Starting solo, **General Liability is the one that matters.** Many customers — commercial properties, HOAs, municipalities — won't even let you bid a job without proof of it.

RULE OF THUMB HOW MUCH GL?

A **\$1,000,000 per occurrence / \$2,000,000 aggregate** general liability policy is the standard contractors are expected to carry. It's the figure most commercial clients require on your certificate of insurance.

— GET COVERED ONLINE — FAST

You no longer need a week of back-and-forth at an insurance office. Several insurers specialize in small contractors and give an instant online quote plus a same-day certificate of insurance (COI) — the document customers ask for as proof. Worth comparing:

- **Next Insurance, Thimble, Hiscox, and Simply Business** — all offer quick online quotes for small contracting businesses and let you download a COI on the spot.

Quote two or three, compare price and coverage limits, and pick one. Expect general liability for a solo sealcoater to run roughly **\$50–\$120 a month** depending on your state, revenue, and limits — a small cost for the protection it buys.

Tip: some platforms offer short-term or monthly policies, handy when you're getting your first few jobs under your belt.

— LICENSES & PERMITS — CHECK LOCAL

This is the part that varies most from place to place, so there's no single answer — but there is a simple checklist. In most areas a one-person sealcoating operation needs little beyond your LLC. Confirm each of these for your specific city and county:

- ☐ **Local business license / tax registration.** Many cities or counties require a basic business license or "doing business" registration. A quick call to your city clerk answers this.
- ☐ **Contractor registration.** Some states or counties require pavement-maintenance contractors to register or hold a license. Check your state's contractor licensing board.
- ☐ **Sales tax permit.** Whether sealcoating is taxable depends on your state and on residential vs. commercial work. Your state Department of Revenue site will tell you, and registering is usually free.
- ☐ **Right-of-way / work permits.** Sealing anything touching a public road or sidewalk may need a permit. Almost never an issue for private driveways and lots.

⚠️ THE TWO PHONE CALLS THAT SAVE YOU

Call your **city or county clerk** ("What do I need to operate a small contracting business here?") and your **state Department of Revenue** ("Is sealcoating a taxable service?"). Fifteen minutes on the phone clears up 90% of local requirements — nothing online is faster than a person whose job is to answer this exact question.

02

SECTION TWO

LEARN THE CRAFT

Good sealcoating isn't complicated, but it is exact. Skip a step and the coating peels by spring; follow the spec and it lasts for years. This section uses SealMaster product specifications as a practical, real-world example — always follow the current technical and safety data sheets for the products you actually use.



03

SECTION 2 · LEARN THE CRAFT

HOW SEALCOATING ACTUALLY WORKS

Asphalt is held together by a binder made from petroleum. From the day it's laid, sunlight, water, salt, oil, and gasoline attack that binder. The asphalt dries out, turns gray, and starts to crack and crumble — and once water gets into a crack and freezes, the damage accelerates fast.

Sealcoat is a protective skin. You apply a thin, tough layer over the asphalt that blocks UV, repels water and fuel, and restores that deep black "like-new" look customers love. It's the single most cost-effective thing a property owner can do to extend the life of their pavement — which is exactly why this is a good business. A coating that costs a few hundred dollars protects an asset worth tens of thousands.

A COATING LASTS

2–3 yrs

before recoating is recommended

IT PROTECTS AN ASSET WORTH

10–50×

the cost of the seal job

COATS PER JOB

2

minimum, every job

— THE JOB, START TO FINISH

Every job — driveway or parking lot — follows the same four phases. Master these and you can handle any property.

1**PREP**

Clean, fill cracks, treat oil spots

2**MIX**

Blend sealer to spec

3**APPLY**

Two coats, edge to edge

4**CURE**

Dry, then reopen to traffic

The most important truth in this whole business: **preparation is 80% of the result.** A perfect coating over a dirty or cracked surface will fail. A careful prep job under an average coating will still look great in two years. Chapter 5 walks each phase by the numbers — but first, let's get you geared up.

SPEC

TWO COATS, ALWAYS

Plan on a **minimum of two coats** of properly mixed sealer for every job, with an optional **third coat** on high-traffic areas like entrances, exits, and drive lanes. One coat is never the answer — it's the fastest way to a callback.

04

SECTION 2 • LEARN THE CRAFT

GEAR UP — RENT FROM A LOCAL SUPPLIER

Here's the secret that keeps your startup costs low: **you don't have to buy your equipment.** Many pavement maintenance suppliers both **sell the product** and **rent the equipment** — so you can take a paying job, rent exactly the gear you need, buy the material on the same visit, and return the equipment when you're done, all before spending a dollar on owning anything. SealMaster, a widely recognized national supplier, is a common example, with locations that sell product and rent equipment; where there isn't one nearby, look for your local pavement maintenance distributor.

WHY A FULL-LINE SUPPLIER

ONE STOP, TOP TO BOTTOM

A full-line pavement maintenance supplier sells the materials, rents the machines, and hands you the spec sheets — all from the same counter. For a new contractor that's the ideal setup. Treat your local supplier or distributor as a resource for product guidance, equipment, spec sheets, and job-specific questions.

— YOUR SHOPPING & RENTAL LIST

For a first residential or small-commercial job, here's everything you'll touch — split into what you rent, what you buy as material, and the cheap hand tools worth owning.

ITEM	WHAT IT'S FOR	RENT / BUY
Squeegee/brush machine or spray system	Applying the mixed sealer. Quality machines have built-in agitation to keep material and sand evenly mixed during application.	Rent
Crack-filling melter (for hot-applied)	Melting hot-pour crack sealant for larger cracks. Cold-pour products skip this entirely.	Rent (if needed)
Sealer (standard or polymer-modified)	The coating itself (see the spec below). Buy by the job.	Buy (material)
Sand (40–70 mesh)	Added to the mix for traction and durability.	Buy (material)
Crack filler & oil-spot primer	Prep materials — see Chapter 5.	Buy (material)
	Edging, tight spots, and cleaning the surface.	Buy & own

ITEM	WHAT IT'S FOR	RENT / BUY
Hand squeegees, brushes, blowers		
Tape, poly sheeting, "wet seal" signs	Masking edges and protecting your fresh work.	Buy & own

— CHOOSING YOUR SEALER

For most residential and commercial work, you'll choose between two types of sealer:

- **Standard asphalt-based sealer** — a proven, mineral-filled coating. A reliable, economical choice for driveways and standard parking lots.
- **Polymer-modified sealer** — a higher-solids, polymer-reinforced coating with added strength, flexibility, fuel resistance, and durability. The premium choice for high-traffic commercial lots and customers who want the longest-lasting result.

When in doubt, ask your supplier which product fits the job and your climate. They'll point you to the right sealer and hand you the matching spec sheet.

SPEC

HOW MUCH MATERIAL? USE THE MATH

Properly mixed sealer covers roughly **70–82 sq ft per gallon, per coat** (coverage varies with how porous the pavement is and how you apply it). Since you apply **two coats**, plan material for both.

SealMaster also publishes a free online **Sealcoat Material Calculator** — enter the square footage, number of coats, application rate, water dilution, additive, and sand per gallon, and it returns your full material list. Use it to quote and order with confidence.

SEALPOINT

TURN MEASUREMENTS INTO MONEY

Measure the lot or driveway once, enter the square footage in SealPoint, and your material estimate and your customer quote come from the same number — so what you order and what you charge always line up. No napkin math, no margin leaks.

05

SECTION 2 • LEARN THE CRAFT

DO THE WORK — PREP • MIX • APPLY • CURE

This is the chapter to keep on your phone at the job site. Every number here comes from SealMaster's published product specifications — used as a real-world worked example. Always confirm against the current data sheets for the exact products you buy, then follow them and your work will look professional and last.

— PHASE 1 — PREP THE SURFACE

The surface must be **clean and free of all loose material and dirt** before any sealer goes down. Blow or sweep the entire area. Then handle the three problems every old surface has:

Cracks

Fill cracks before sealing — sealer alone will not bridge them. You have two options:

- **Cold-pour fillers** — safe and convenient when you don't have hot-applied equipment. Good for cracks up to about **½ inch** wide; a trowel-grade filler handles cracks up to about **1 inch**.
- **Hot-applied crack sealant** — melted in a heater and pumped into the crack. More durable; ideal for parking lots, roads, and bigger cracks.

Oil & grease spots

Sealer will not stick to oil — it'll bleed right back through. Clean the spots, then prime them with an **oil-spot primer**.

SPEC**OIL-SPOT PRIMER**

Coverage	~150–200 sq ft / gal
Dilution	Do NOT dilute
Apply with	Brush, roller, or spray
Before sealing	Let dry completely
Temperature	Above 50°F, application + 24 hrs

Potholes

Fill any potholes with a cold patch, which sets up fast and firm and can be applied in any weather. Let repairs dry before sealing over them.

⚠️ THE NON-NEGOTIABLES

For all sealers the conditions are the same: both surface and air temperature must be **at least 50°F and rising** during application and stay above 50°F for **24 hours after**. **Never apply if rain is imminent or in the forecast**. Break either rule and the coating can fail no matter how good your technique was.

— PHASE 2 — MIX TO SPEC

Sealer comes as a concentrate. You mix it with water, additive, and sand to a uniform consistency. Mix designs are given per 100 gallons of concentrate for easy math — scale to the amount you actually need.

SPEC

STANDARD SEALER CONCENTRATE — EXAMPLE MIX DESIGN (PER 100 GAL)

Sealer concentrate	100 gal
Water	15–25 gal
Polymer additive	½–2 gal
Sand (40–70 mesh)	200–500 lbs

SPEC

POLYMER-MODIFIED SEALER — EXAMPLE MIX DESIGN (PER 100 GAL)

Polymer-modified concentrate	100 gal
Sand (40–70 mesh)	200–400 lbs
Water (if needed for application)	Small amount

This is a high-solids sealer (applied at ~48–55% solids vs. ~40% for conventional sealers), which is what gives it its extra durability.

Always mix to a uniform consistency, and keep the material agitated so the sand stays suspended. These are typical mix designs — your supplier may fine-tune them for local pavement conditions.

— PHASE 3 — APPLY TWO COATS

Apply with a squeegee/brush machine, a spray system, or hand squeegees and brushes in tight areas. Squeegee equipment typically uses two squeegee/brush devices, one behind the other, to drive the material into the pavement evenly.

SPEC

APPLICATION — BY THE NUMBERS

Coats	2 minimum (3 on high-traffic)
Mixed application rate	70–82 sq ft / gal
Between coats	2–4 hrs dry time
Line striping	100% acrylic traffic paint

Work in manageable sections, keep a wet edge, and apply each coat edge to edge. Let the first coat dry thoroughly before the second goes down.

— PHASE 4 — CURE & REOPEN

SPEC

CURE TIME

Allow the final coat to dry for **24 hours before parking cars or allowing traffic to resume**. Keep temperatures above 50°F throughout. Block the area and post "wet seal" signs — protecting your fresh work for that first day is the last step of a professional job.

That's the entire craft: prep it right, mix to spec, lay two coats, protect the cure. Do that consistently and your reputation — and your repeat business — will build itself.

03

SECTION THREE

RUN IT ON SEALPOINT

You're registered, insured, and you know the craft. Now you need a system that turns scattered jobs into a real business — quoting, scheduling, getting paid, and keeping customers coming back. That system is SealPoint, and it's free.



PRICE YOUR JOBS WITH CONFIDENCE

The fastest way to kill a new contracting business is to guess at pricing. Bid too high and you lose the job; bid too low and you work all day to lose money. Good pricing is just simple math done consistently — and SealPoint gives you a running head start.

— WHAT GOES INTO A PRICE

Every job price is built from four things. Add them up, then add your profit on top.

COMPONENT	WHAT IT INCLUDES
Materials	Sealer, sand, additive, crack filler, oil-spot primer — straight from your square-footage estimate (Chapter 4).
Equipment	Your supplier rental cost for the day, divided across the jobs you'll run with it.
Labor	Your time (and any helper's) — hours on site times an honest hourly rate.
Overhead + profit	Fuel, insurance, business expenses — plus the margin that makes this worth doing.

SEALPOINT**START FROM A BASELINE, NOT A BLANK PAGE**

SealPoint comes preloaded with common sealcoating **line items and baseline pricing** — sealcoat per square foot, crack fill per linear foot, oil-spot treatment, and more. Instead of inventing numbers, you start from a working price list and adjust it to your market and your costs.

Build a quote by picking line items and entering the measurements. SealPoint totals it instantly, you tweak your margin, and you send a clean, professional quote the customer can accept and pay online.

— A SIMPLE WAY TO START

Until you've done enough jobs to know your exact costs, use the SealPoint baseline as your anchor and follow three rules:

- 1. Never bid below materials + rental + a full day's pay.** If a price doesn't clear that, it's not a job — it's a favor.

- 2. Price the prep separately.** Crack filling and oil-spot priming are real work and real material. Charging for them as their own line items (which SealPoint already lists) protects your margin and educates the customer.
- 3. Round up, not down.** A confident, slightly higher price signals quality. Desperate pricing scares good customers away.

COMING IN A FUTURE GUIDE

Advanced pricing — reading a commercial lot, building tiered packages, seasonal and repeat-customer pricing, and quoting profitably against competitors — is a topic all its own. A future book in this series goes deep on it. For now, the baseline plus the three rules above keeps every job profitable.

YOUR FIRST WEEK ON SEALPOINT

SealPoint is the operating system for your sealcoating business — where leads, quotes, schedules, jobs, and payments all live in one place instead of scattered across your phone, a notebook, and your memory. Here's how to go from a fresh account to your first paid, finished job. Never miss a beat — SealPoint tracks it all.

— DAY 1 — SET UP YOUR ACCOUNT

SEALPOINT**15 MINUTES, ONCE**

- Create your free SealPoint account and add your business name and logo so every quote and invoice looks professional.
- Connect payments (powered by Stripe) so customers can pay you online from day one.
- Review the built-in line items and adjust the baseline pricing to your market (Chapter 6).

— DAYS 2–3 — LAND YOUR FIRST QUOTE

Find one job to start — a neighbor's driveway, a small lot, a friend of a friend. Then run it through the system:

1. **Measure** the area and enter the square footage in SealPoint.
2. **Build the quote** from your line items — sealcoat, crack fill, oil-spot prep — and let SealPoint total it.
3. **Send it** by text or email. The customer can accept and even pay a deposit online, right from their phone.

— DAYS 4–5 — SCHEDULE & PREP

Once it's accepted, schedule the job in SealPoint with an eye on the weather (remember the 50°F-and-rising, no-rain rule). Use your material estimate to place your material order and reserve your rental equipment for the right day.

— DAY 6 — DO THE JOB, GET PAID

Execute the four phases from Chapter 5: prep, mix, apply two coats, protect the cure. When you're done, mark the job complete and send the final invoice from SealPoint. The customer pays online, the money lands in your business account, and the whole job — quote, schedule, payment — is recorded in one place.

SEALPOINT

WHERE THE BUSINESS COMPOUNDS

Every finished job leaves you with a customer record, a payment history, and a property that needs recoating in a couple of years. SealPoint keeps all of it organized so your second season is built on your first — repeat customers, easy re-quotes, and a real book of business instead of a pile of receipts.

YOU'RE READY

Registered. Insured. Trained on the craft. Set up to quote, schedule, and get paid. That's a real business — and you built it in about a week. Turn the page for your launch checklist.



TAKE ACTION

THE LAUNCH CHECKLIST

Print this page or keep it on your phone. Work top to bottom — when every box is checked, you're open for business.

SET UP THE BUSINESS

- ☐ **Choose a business name** — search your state registry to confirm it's available
- ☐ **File your LLC** — online, in your home state
- ☐ **Get your EIN** — free, directly from the IRS
- ☐ **Open a business bank account** — keep business and personal money separate
- ☐ **Buy General Liability insurance** — \$1M/\$2M, quoted online, COI in hand
- ☐ **Confirm local licenses & sales tax** — call your city clerk + state Dept. of Revenue

GET READY TO WORK

- ☐ **Find a local pavement maintenance supplier** — product, equipment rental, spec sheets & job guidance
- ☐ **Choose your sealer** — standard or polymer-modified for the job and your climate
- ☐ **Buy your hand tools & prep materials** — squeegees, brushes, crack filler, oil-spot primer, signs
- ☐ **Learn the four phases cold** — prep, mix, apply two coats, cure (keep Chapter 5 handy)

LAUNCH ON SEALPOINT

- ☐ **Create your free SealPoint account** — add your branding
- ☐ **Connect payments** — powered by Stripe
- ☐ **Set your pricing** — start from the built-in baseline
- ☐ **Send your first quote & book the job** — you're officially in business

YOUR BUSINESS STARTS HERE

SEAL IT. BILL IT. BANK IT.

You've got the playbook. SealPoint is the system that runs it — quoting, scheduling, jobs, and payments in one place, built for sealcoating contractors. **Tools that work as hard as you do — and it's free.**

1

SIGN UP FREE

Create your account in minutes — no card required.

2

CONNECT PAYMENTS

Powered by Stripe. Get paid online from day one.

3

SEND A QUOTE

Use the built-in pricing and book your first job.

START FREE WITH SEALPOINT →

getsealpoint.com

