

### PARADISE ASPHALT MAINTENANCE

## A GOOD NEIGHBOR IN PAVING PARADISE

How do you start an asphalt maintenance company from nothing and build it into a profitable, growing outfit with 16 employees – all during a historic economic recession?

Obviously, you have to know what you're doing. But Bob Paradise will tell you there's something more: "You need to work with the best product and best people in the business." It helps to have them just down the road.

---

**"I honestly don't think there's a product we use that isn't purchased from Vance Brothers."**

---

Paradise Asphalt Maintenance operates out of a former General Motors plant only a couple miles away from Vance Brothers' Kansas City headquarters and manufacturing facility.

"We're down there or they're up here almost every day," Paradise said. "I honestly don't think there's a product we use that isn't purchased from Vance Brothers."

For Paradise, that means many bulk tanks full of Vance Brothers ProtecTar sealer every season, along with Nuvo™ crack sealer and all his squeegees, brooms, blowers and other tools. Having good products in close proximity is one thing. Having a supplier that covers your back is just as important, he said.

Like the times a piece of equipment will break down and his crews need repair advice on the fly, or when they run out of product at the wrong time and Vance Brothers is there to bail them out. "When your rear is in a ringer, that's when you know who your friends are," Paradise said.

He found that out long before starting his own company. Paradise has been in the asphalt business since the day after high school graduation and has been working with Vance Brothers almost as long. Years ago he had the opportunity to run a maintenance company in Springfield, Mo., before coming back to launch the company's Kansas City division.



After building and growing it, Paradise grew tired of someone else reaping the rewards of his business relationships and long hours of legwork. He decided to go it alone, despite having a two-year non-compete order. But he was never really alone, though, thanks to the strong relationships he'd developed with customers, his bank and Vance Brothers.

"I had to work in counties that weren't off limits to me," he said. "I was able to survive and grow thanks to a lot of people who had faith in me and the business."

Now that he can do business again in the more populated areas around town, and his company is more profitable than ever, Paradise still values the relationships as much as ever.

"Vance Brothers has always been like a safety net," he said. "They haven't let us crash yet."