



Saving substantial amounts of travel time and costs with remote site access in 360° through HoloBuilder

Background

The Basic Basement Co. is a leading basement remodeling company based in Manalapan, New Jersey, USA.

The company has been in operation for the past 12 years, and services an area that stretches into Pennsylvania, including Bucks and Montgomery counties. The Basic Basement Co. frequently works on multiple projects simultaneously, each averaging between 800-900 sq ft in size. The teams regularly travel to meet with clients and address concerns during the contract. Due to the high number of concurrent projects and relatively expansive service territory, overhead expenses can rapidly increase if the number of on-site visits is not effectively managed.

Standard still photos were previously used to view work in progress, yet they left much to be desired. Still photographs didn't convey on-site conditions in an efficient and detailed enough way for The Basic Basement Co. team to address issues remotely. It became apparent that to have a meaningful impact on the bottom line, the company would need to leverage a new solution—360° photo capture—to reduce costs and improve productivity.

The Challenge: Unrecoverable Contract Costs

The Basic Basement Co. faced various challenges that are common for residential contractors.

The Unrecoverable Expense of On-Site Issue Resolution

Resolving small issues that occur during a 6–8 week build requires a project manager to meet with clients on-site. Still photos are cumbersome when used as a means of collaboration and often lack details. In person meetings were required to understand site conditions and make informed decisions. These meetings may seem trivial, however, considering that the company is managing up to 18 projects simultaneously with an average site visit round trip time of 1.5 hours, the cost of fuel, labor, and vehicle maintenance rapidly escalate. These are all expenses that cannot be recovered on a project.

Costly Install Corrections

Sheet-rock installers invariably cover building services elements within wall framing, including water spigots, valves for HVAC dampers, and electrical items. Not having a record of where these elements are located often requires hours of removing and replacing sheet rock.

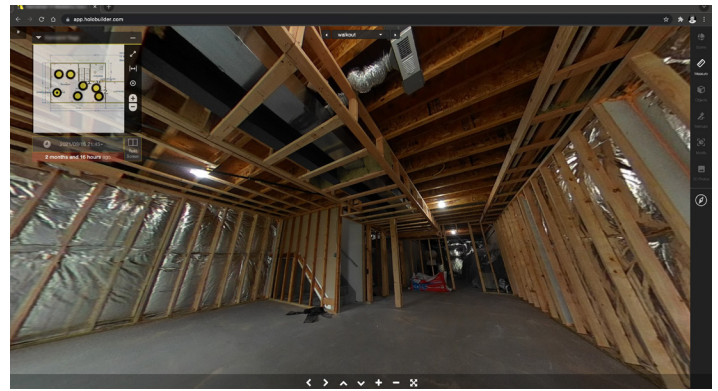
Incomplete Information Captured by Still Photos

Although estimators and project managers capture standard still photos before and during a project, these rarely provide sufficient detail. The images can't cover all angles to provide complete context and detailed information needed for issue resolution. Additionally, the sheer volume of photos that would need to be stored, processed, and/or emailed makes their use cumbersome, and increases the risk of data corruption. This can result in additional issues, as unknown site conditions can impact delivery times and increase the need for additional materials and labor.

The Solution: The Basic Basement Co. Becomes Proactive in Managing Projects

The Basic Basement Co. chose to adopt 360° photo capture technology provided by HoloBuilder to help them become more productive. With the Enterprise Dashboard, they now manage all projects concurrently from their central office. And, thanks to the JobWalk Planner, they flag predefined capture locations, making it easy for on-site project managers to update required scenes.

This Construction Progress Management platform provides teams with a visual reference through all stages of the remodeling process, and project managers can now answer client questions



informatively and remotely. Larger issues still require face-to-face meetings with the client, however, thanks to the 360° photos, project managers can prepare a solution in advance.

Thanks to the ease of use of the platform, the company is increasing adoption in the field, even by those who may be tech averse. Now with affordable 360° cameras connected to the JobWalk App, estimators and project managers are capturing information that would have been missed in standard still photos. More often than not, these were areas in which issues occurred.

Now, the entire team has access to the same 360° visual information that estimators initially used, enabling them to accurately plan and mitigate against potential risks before accepting a contract. On-site risks can be managed with the client before the teams even begin the project, maximizing productivity.

Results: Reclaiming Costs and Lost Productivity

The Basic Basement Co. has been using HoloBuilder for more than 7 months and the results are impressive. They have gone from taking standard still photos to address issues to capturing 360° photo data and pre-empting possible risks.

Fuel is one of the companies' largest expenses, as the business has 18 trucks that consume up to 4,000 gallons of fuel per month. Monthly fuel costs have increased due to the rise in fuel prices.

The company is realizing savings by reducing the need to travel frequently to job sites. Each time an issue can be resolved remotely, it saves on average 8 gallons of fuel, 1.5 hours of the project manager's time, and the associated vehicle wear and tear. Multiplied many times over during a 6–8 week project for multiple projects and the savings quickly adds up.

HoloBuilder is now being used daily on every project to improve productivity by providing a



We are minimizing unproductive drive time and maximizing productive work time by not having to travel to job sites for every small issue. HoloBuilder is helping us to realize substantial savings.

**Stuart Perlman - Managing Partner,
The Basic Basement Co.**



complete and detailed visual reference for quick, remote issue resolution. By utilizing the technology to reduce travel to job sites, The Basic Basement Co. are combating rising overhead costs and bolstering the bottom line.

With very low barriers to entry due to low setup costs and ease of use, 360° photo capture is a no-brainer for residential contractors who want to save time and money on the projects.