ZOM Utilizes Photographic Documentation to Stay on Schedule and Improve Information Sharing with Project Team Members

Founded in 1977, ZOM literally built its reputation from the ground up as a leading developer in Florida. While its first real estate investment activities were broad, ZOM eventually specialized in multi-family developments in and around Orlando. Today, the company is one of the most highly-regarded multi-family developers in the United States. Miami’s BLU at North Bay Village is just one of ZOM’s many projects nationwide.

Jointly and directly responsible for developing over 14,000 apartments, ZOM is meticulous in terms of deliverables and quality assurance on every project. While architects are mandated to provide regular reports and photos detailing construction progress, ZOM wanted a more efficient and comprehensive method of tracking its projects as they were built.

According to Brett Gelsomino, Development Project Manager at ZOM, “Before Multivista, the process of tracking the progression of our construction was much more manual. Aside from the regular architect reports, a ZOM employee or the contractor would snap pictures randomly or as needed. Although these were useful, we had to dig through phones or cameras to find shots, time stamp images, upload, and organize. It just took more time away from other important tasks.”

Once introduced to photo documentation services, ZOM was sold. Providing these services from start to finish, Multivista documents, visually tracks, organizes, and communicates the progression of construction projects through an easy-to-use and highly-efficient online platform.

“When a Multivista photographer comes onsite to take pictures, we are getting hundreds of shots. That was incredibly difficult for us to do on our visits of yesteryear. We were really only taking specific shots so it wasn’t nearly as thorough as compared to the amount of information and pictures we now have access to in the Multivista platform,” explains Gelsomino.
CASE STUDY: ZOM

Heightening Quality Control & Ease of Access to Information

Already familiar with the importance of photo documentation services, ZOM re-enlisted Multivista again for the construction of BLU at North Bay Village. For this eight-story, 285-unit luxury apartment development, ZOM chose the following shoot types: interior and exterior progressions, mechanical, electrical and plumbing (MEP) Exact-Built®, and Window Installations Exact-Built®.

“The main advantage for us in using Multivista has really been about maintaining the highest level of quality control and verification,” said Gelsomino. “Construction at BLU has been going very well, but if ever we do run into anything, it’s useful having the pictures to see how things were assembled or what’s going on behind the walls without having major delays or expenses associated with tearing things apart.”

ZOM uses MEP photographs to pro-actively identify and coordinate plumbing and mechanical details. Gelsomino remotely accesses exterior and interior progression photos, saving him countless visits to the job site. Instead of having to physically go onsite every time a reference to a detail is needed, Gelsomino can sign into the Multivista platform where all the information is easily accessible at the click of a mouse.

“Multivista has definitely made my job easier, especially when it comes to photographic reporting. I get such a variety of images and angles that I can share with stakeholders, whether it’s interior or exterior photos, micro or macro level details; it’s all there in the platform - dated, organized, and easy to find.”

The advantage of remaining informed between site visits is also extended to ZOM’s capital partners. “Multivista has been really helpful in keeping our capital partners informed about the progress of construction from far away,” explained Gelsomino. “We always keep them plugged into the development, but a picture is worth a thousand words; and in this case, a hundred pictures are worth far more words.”

Ease of Sharing Information Keeps Everyone on the Same Page

Working with the construction documentation team has been seamless for ZOM. Multivista works with the general contractor to schedule shoots and the photos are uploaded to the project site after each site visit. An unlimited number of users assigned to the project can log into the Multivista platform to pull up the pictures indexed directly to the CAD drawings, highlight details, browse thumbnails, add comments, and create favorite folders.

“My favorite feature in the Multivista platform is being able to select a few pictures and generate a report with date and time stamps, location markers, and all associated information,” explained Gelsomino. “Either it can show the evolution of one detail over time, or it can show specifics on an area at a certain time, and then I can print it or email it to anyone involved in the project.”

Architects, general contractors, third-party inspectors, and other stakeholders have all been given access to the BLU project site and have found the system beneficial. For ZOM, the streamlined flow of information between all parties is another key benefit of construction documentation services.

“Again, Multivista saves us time in terms of sharing information, but it also saves us money with being able to avoid conflicts and refute change orders. Generally speaking, the verification of change orders has become much more streamlined. Minor disputes that do arise are much more black and white, and it is easier to get everyone on the same page if we can prove conditions with photos,” added Gelsomino.

Future Benefits & Long Term Projects

As construction at BLU is still underway, Gelsomino and the ZOM team continue to discover the benefits of construction documentation, including new mobile tools. For example, the Multivista App gives users the ability to snap their own pictures onsite and directly upload and index them to the project file or architectural drawings; access their project floor plans and photos from the field; and view their hi-resolution, live streaming webcams from anywhere at any time. This direct access from the field is yet another time-saving asset.

In a concluding statement, Gelsomino explains why ZOM will continue investing in Multivista, “For ZOM, there is so much value in the Multivista services and platform that we will likely continue to use it for all of our ground-up developments. Simply put, I would rather have it and not need it than need it and not have it. It’s a great tool and resource to document and archive all stages of construction progress, and the documentation remains on file long after project completion.”