

Case Study

Crescent Custom Homes Maui

Streamline Construction Progress Updates with
360° Virtual Tours



Crescent Homes Maui invites clients to walk the construction site virtually for more streamlined progress updates.

The Challenge:

- In-Person Visits are Expensive and Time Consuming
- In-Person Client Visits Disrupt Workers On-Site
- Frequent Progress Updates can be Redundant and Waste Time

The Solution:

- Bi-Monthly 360° Virtual Tours with Additional Walkthroughs Upon Request
- Record Walkthroughs for Clients to Share

Crescent Homes Maui: Built to Last. Built for You.

Crescent Homes Maui (CHM) is a full-service, self-performing team of contractors that specialize in building custom homes, remodels, and multi-family projects. Customer experience is at the center of their business, and a complete open book policy is non-negotiable for CHM.

For years, they have helped clients and investors build unique projects tailored to their budget and taste, facilitating their transition from the mainland into paradise.



The Challenge: Streamline construction progress updates

For clients and investors, visibility and transparency are a must throughout the entire construction process. This often results in frequent in-person visits of the construction site.

However, frequent visits to the site not only creates challenges for the clients and investors themselves, but greatly impacts the workflow of the team at CHM.

Challenge #1: In-Person Visits are Expensive and Time Consuming

According to CHM, customers typically visit once a month or every other month. **Each trip costs thousands of dollars in airfare alone**, as travel to Hawaii requires one of the most expensive domestic flights available in the United States.

Flights to Hawaii are also extremely time-consuming: a flight from Los Angeles to Honolulu takes roughly five and a half hours, or 11 hours roundtrip.

Challenge #2: In-Person Client Visits Disrupt Workers On-Site

When visiting the construction site, clients expect to meet and speak with the CHM team to review and discuss progress.

Although these walkthroughs are essential to the quality of service CHM provides, **they disrupt work not just for the GM and the project managers, but also for the workers and subcontractors on site.**

Challenge #3: Frequent Progress Updates can be Redundant and Waste Time

Some clients request to visit the site as frequently as possible - some as frequently as twice a month.

However, there's not always a lot of progress being made in such a short time span as these projects take months to complete. **This results in redundant meetings that waste time** for everyone involved, including the clients themselves.

The Solution: 360° Virtual Tours with Avatour

Avatour allows the CHM team to provide **virtual walkthrough experiences** in place of traditional progress updates to **save time, money, and potential headaches for all parties involved**.

With the ability look around in 360° as if they were there in-person, clients can feel at ease knowing that they have complete visibility into the construction progress from anywhere in the world.

"I love the high-definition view and the fact that I can walk through and give the clients the ability to look all around. The coolest part about it is that [the client] gets what I get. I'm walking around and [the client] gets to see what I'm seeing in real-time."

- Felix Telesfort, Management Team

Bi-Monthly Tours with Additional Walkthroughs Upon Request

CHM has made it a standard practice to provide each client with a 360° tour every 15 days or on an as-needed basis.

Using both the live and recorded features available via Avatour, the CHM team can address questions and concerns while giving a visual representation of the construction process.

"Pictures are great but a 360-degree tour where you can pause the video at any point in time and look all the way around and get more intimate with your project, it puts a lot of our clients at ease." - **Felix Telesfort, Management Team**

Recorded Walkthroughs to Share

Clients are free to use the recorded 360° tours as they like. The most common use of the recorded tours is to share progress with friends and family. Rather than sharing photos and videos, clients can simply invite friends and family to walk the construction site virtually, both individually or as a group.

These recordings are also being used to share progress with other stakeholders such as designers, and lenders.

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Felix Telesfort
Management Team
Crescent Homes Maui

The Outcome: Client satisfaction and improved operational efficiency

Virtual tours with Avatour have improved client satisfaction significantly; one client has even requested weekly tours for even better visibility of their project. And although CHM initially implemented Avatour for customer tours, **the technology has made a positive impact on other areas of business.**

Cost-effective and time-efficient visibility for clients

By inviting clients to walk the construction site virtually, CHM is able to provide more consistent and far better visibility of their progress without the cost, wasted time, and headaches associated with travel. Clients gain the same level of satisfaction as an in-person visit, all without having to leave their homes.

Streamline construction workflows

Disruptions and delays are all too common in construction. **Less frequent site visits by customers means less disruption for the CHM team** so that they can focus on delivering value, staying on schedule, and most importantly, staying within the budget.



Approval in Days - Not Weeks

On a particular project, a last minute field adjustment required a structural engineer to come in to do **an inspection** to approve the changes.

With Avatour, **CHM was able to make the necessary physical changes and get approval from the engineer in 2 days** (typically takes 1-2 weeks) to move the project forward without a major setback.

Additionally, in case of any legal contention in the future, the 360° capture ensures the work was completed properly and all parties are protected.

Crescent Homes Maui is currently engaging local municipalities to implement remote inspection processes for the county which will further improve the time it takes to obtain necessary approvals.

Complete visual record at each stage of the construction process

The recorded walkthroughs and any other 360° images captured are kept on file on the Avatour platform for the CHM team and the clients to use as a visual record when necessary.

The recordings allow the CHM team to look back at previous stages of the project to better manage miscommunication and errors. If something gets covered up by drywall or is missing entirely, the management team can simply refer back to Avatour and hold subcontractors and stakeholders accountable.

In case of any last-minute requests by clients, CHM can **review the recordings and create a comprehensive plan to implement the changes without having to tear down walls** - all while clearly outlining its impact on cost, materials and time.

AVATOUR

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