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# EYES ON THE JOBSITE

PREPARED BY  
ANDREA GRANADOS  
JACQUELINE BERMAN

## JMA VENTURES, LLC

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460 Bush Street,  
San Francisco, CA 94108  
(415) 728-0794

[www.jmaventuresllc.com](http://www.jmaventuresllc.com)

# CASE STUDY

**Phoenix, Arizona** - Across from Chase Field, home to the Diamondbacks, you will find JMA's latest ground up endeavor, The Battery. The 278-unit multifamily development is wrapped by steel fencing and is home to the 32-year-old real estate development firm's first opportunity zone project. With trucks already on the ground The Battery is scheduled for completion in the first quarter of 2021.

Although the project looks like a typical job site, it carries significant meaning with many "firsts" for the company. The Battery is the lead deal for JMA's first opportunity zone fund, it is our first project in Phoenix, and it is also their first site to employ drones for visual insights. JMA positions itself as an early adopter of new technology built on the foundation of the firm's experience by testing and deploying value-add technology that address the specific needs of the project.

The use of drones to capture images of the development site was a no-brainer for a project located 750 miles from JMA's headquarters. Drones provide complete visibility into what occurred yesterday, real-time of what is happening today, and, in some instances, what we anticipate tomorrow.

Based on the current project needs, JMA utilizes Hangar technology to schedule and deploy drones on a weekly basis. The number of drone flights are easy to customize to the needs of the company. Also, Hangar allows the project management team to schedule a custom flight path and adjust it as many times necessary. The images can be conveniently accessed through the Hangar platform and are provided in an easily digestible timeline format, where each flight is timestamped, allowing the associated photos can be accessed by date.



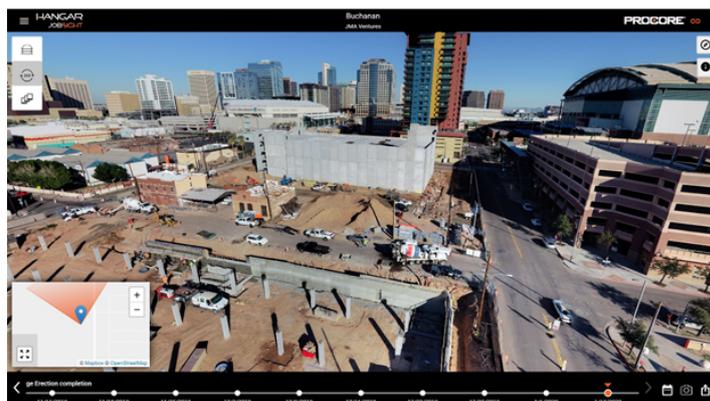
The aerial insights allow JMA to track progress and assist in detecting problems early on in a project's life cycle, mitigating the repercussions of avoidable issues. With 32 years of experience, JMA is no stranger to walking construction sites by foot and manually gathering information to make the best decisions for a project, but what typically takes half a day to collect, now takes less than an hour. More importantly, in addition to the time reduction, the data is reliable, consistent and easily accessible by various stakeholders. Not only do the benefits extend to the project's contractor, the ability to reference the same data points has allowed for greater collaboration between the contractor and JMA to ensure the project's success.

Along with the project team, JMA's executive team can easily monitor progress and access comprehensive collection of updated images of the site by logging into Hangar's platform, which has improved the quality of collaboration across teams. An added benefit is that it integrates with JMA's existing project management tool, Procore, to enhance the technology stack within the development and construction arm of the firm can be access by the project and executive alike.

The advantages from image capture are not limited to internal teams. A key player that has received great benefits from the use of drones on The Battery site is JMA's investors. Given that the job site is in a Qualified Opportunity Zone, JMA has many private investors in this project that are interested in the on-going monitoring and inspection of the project. Utilizing drones to capture images allows investors to zoom in and view even the small details from the comfort of their office.

Another great thing about drone data is that it provides a permanent record of a project, which can be referenced at any time. This ability allows JMA to learn from construction sequencing, compare project processes and identify the most effective way for future projects. JMA has also experienced benefits of being able to uses images for marketing purposes, investor reporting, and supporting documentation, which has made the use of drone capture more cost effective for the firm.

You will notice one of the biggest issues with drones is that you can only get aerial shots, which limit insight to the exterior of the building. As the construction schedule advances, much of the progress shifts from the exterior to the interior of a building. Stay tuned for JMA's next case study which details the use of robots for interior insight.



Above you can see an after-hours aerial shot of the project.

# JMA VENTURES

## The Firm

JMA is a full-service investment and development firm focusing on real estate and leisure-lifestyle assets. We work on every project scope from concept and entitlement through completion and operation.

Our portfolio includes landmark properties that span hospitality, resort, destination, residential, retail, office and commercial developments. We believe their success is founded on our team's keen understanding of the user experience and a deep knowledge of trends, tastes and desires that drive the creation of truly unique places.

As a company and as members of the communities we build in, we have a firm commitment to sustainability and a responsibility to better the neighborhoods we work in - both environmentally and economically.