

MILESTONE DOCUMENTATION GUIDE

Which build stages to capture on camera — and what each one does for your business. For builders, remodelers, and contractors.

PRE-CONSTRUCTION & GROUNDBREAKING

- ☐ Site aerials before work begins (the “before” that makes every later shot land)
- ☐ Groundbreaking moment with your team and clients
- ☐ Signage and branding on site

Used for: project announcements, before/after storytelling, community marketing.

FOUNDATION & FRAMING

- ☐ Structural progress from consistent angles
- ☐ Craftsmanship details — joinery, materials, site organization
- ☐ Team at work (great for recruiting and culture content)

Used for: client progress updates, process content, recruiting.

SYSTEMS & ROUGH-IN

- ☐ What disappears behind the walls — electrical, plumbing, HVAC runs
- ☐ Quality details that differentiate your build standards

Used for: quality documentation, buyer confidence, warranty records.

FINISHES

- ☐ Cabinetry, tile, millwork, and fixture details as they're installed
- ☐ Trade partners at work (tag and cross-promote)

Used for: portfolio detail shots, trade partner features, craft-focused social content.

FINAL REVEAL

- ☐ Full professional photo set — interior, exterior, twilight
- ☐ Cinematic project film from foundation to finish
- ☐ 3D tour for spec and model homes

Used for: portfolio heroes, sales and marketing, awards submissions.

ONGOING AERIAL PROGRESS

- ☐ The same drone angle captured at every visit

Used for: timelapse-style progress stories, community and pre-sale marketing.

A simple cadence that works: one shoot per milestone. You end up with a complete story of every build — and a year of marketing content from a single project.