Trailblazer Design Company

Project Visibility Playbook

2026

Built for Clarity, Designed for Momentum

Exceptional work loses strategic value when it isn't visible, documented, or communicated clearly. Without strong project media, problem-solving, expertise, and execution remain largely unseen - even by clients who benefited from it.

This creates a familiar challenge: strong team delivering great work, but struggling to show why they should be selected again.

Trailblazer Design Company partners with AEC firms to deliver construction documentation, progress media, and project storytelling that supports clients communication, pursuits, and long-term portfolio development. We translate complex technical processes into clear, credible visuals that reinforce capability, competence, and trust.

Our work ensures your expertise is known throughout the entire project.

Why Trailblazer

One Partner. Every Phase

Trailblazer Design Company integrates real estate media, built-environment storytelling, and strategic design into a single, reliable partner - supporting clarity from first concept through final delivery and beyond.

If your success depends on confidence, alignment, and forward momentum, Trailblazer is your real estate media partner.

Action Steps

1. **Clarify the project story**
   Align messaging across approvals, marketing, and stakeholders
2. **Capture the site from every angle**
   Document conditions, progress, and context visually
3. **Create a visual timeline**
   Show progress clearly from concept to delivery
4. **Simplify complex information**
   Turn plans, data, and updates into clear visuals
5. **Activate the story across channels**
   Use the same assets for marketing, leasing, and reporting

Foundation - Baseline Documentation & Site Visibiility
Starting at $4000 / month ($1500 ea) -
For active construction sites that need consistent, defensible visual records
Includes

- Monthly on-site photography
  - Existing conditions
  - Work in-place documentation
  - Key assemblies and interfaces
- Monthly Aerial Drone Documentation
  - Overall site context
  - Progress by trade / zone / lot
  - Access, laydown, and logistics views
- Standardized capture angles - repeatable viewpoints to show weekly comparison
- Organized, date-stamped deliverables
  - Trade-ready folders
  - Shareable links for PMs, A/E, and owners

Framework - Progress Tracking & Stakeholder Coodination
Starting at $6500 / month - For team managing multiple stakeholders, phases, or approvals.
Includes

- Everything in Foundation Package
- Milestone-based visual captures
  - Pre-pour/pre-close
  - Major Installs
  - Substantial completion markers
- Annotated progress visuals
  - Callouts tied to plans or scopes
  - Key condition highlights
- Monthly visual progress summary
  - PM - Owner-facing recap
  - Ready for OAC meetings and reporting
- Branded Video Documentation in 4K
- Photo Indexing

Topped-out - Integrated Project Communications, OAC Package
Starting at $9500 / month - For high visibility projects where time-sensitive decisions and executive clarity matter
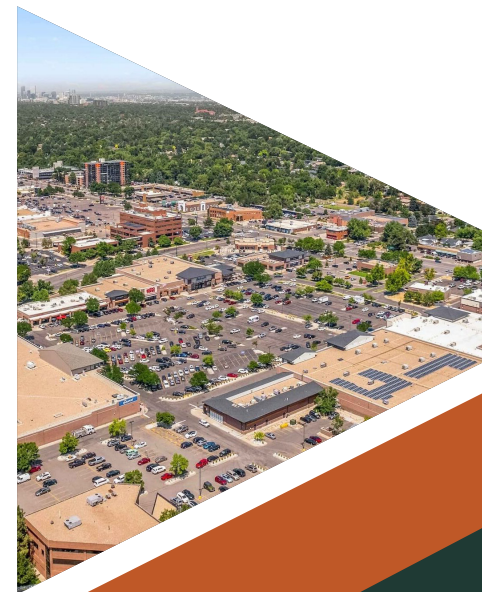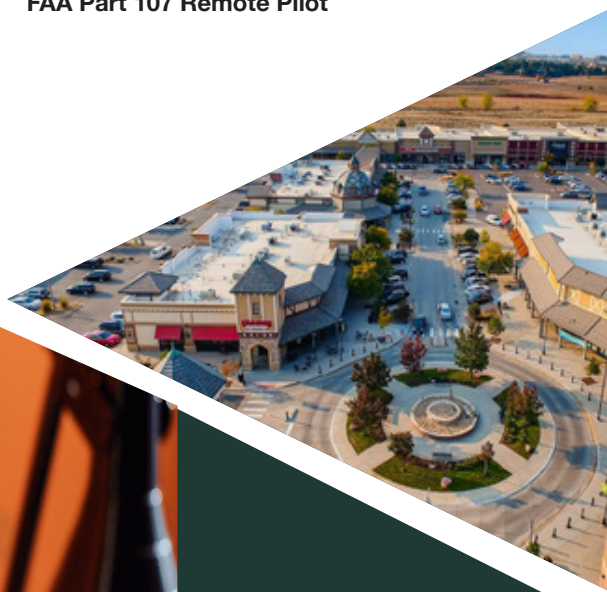Includes

- Everything in Framework Package
- Include LIDAR Reality Capture
  - Virtual Site Access
  - High-accuracy 3D documentation of installed conditions
  - Web-based virtual site access for owners, architects, and engineers.
- Monthly OAC Visual Briefs
  - Executive ready 3-5 slide reporting
  - Mobile Apps to showcase visuals for your Stakeholders
  - Access, laydown, and logistics views
- Prioritized Scheduling for Visual Communications Support
- Marketing and Pursuit-ready assets for capturing future projects

CERTIFICATIONS

SDVOSB Certified
FAA Part 107 Remote Pilot

Aerial Media
Photography
Videography
Strategic
Communications

GET IN TOUCH

CONTACT

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