



How to use your Real Estate Drone Photography and Footage.

There is no doubt the impact drones can have on real estate photography. In such a highly competitive industry, being able to impressively differentiate a property listing with drone photography and videos can provide massive returns. Read on to find out how we're helping agents right now.

Why Use Drone Real Estate Photography?

Drones are one of the most important new technologies to enter the real estate market. And it's easy to see why:

- 1 Fly in low from over 400 feet in the air to show off true potential and beauty of any property and its surroundings
- 2 When combined with ground footage, the overall effect is breath-taking. No other solution available for selling a property provides such a detailed view of a properties interior, it's exterior, and the surrounding area.
- 3 Enable your buyers to make their decisions faster and generate excitement that cannot be done with traditional methods. With an optional voice over to highlight property features, dimensions, and surrounding community we can help you stand out from the competition.
- 4 Generate new business. When prospective sellers approach you, they will know that you use every opportunity available to make their property stand out, showing off the property value and selling their property as fast as possible.
- 5 Compared to the alternatives of using a helicopter or plane, drone footage is significantly cheaper, can be arranged instantly, and capture closer shots.
- 6 Improve your own websites performance. Google loves it when you have engaging videos on your website, making drone footage a benefit to your websites' search engine optimisation (SEO).



Apollo will take care of all of your real estate photography and video requirements, including:

- Create impressive and compelling aerial video and photography.
- Combine ground footage for the full property photography and video experience.
- Fully edit your video, and provide an optional voice over in post video production.
- Provide high definition, and web-ready still images and videos.
- Assist in helping you to get the most return possible from your real estate footage.



4K

"We've used Sam to take some drone footage of a 34 acre farm to capture the plot as a whole and convey how the land lays around the property. Sam has done a superb job. The clarity is brilliant, the moving footage is brilliant. We would use him again"

James Gordon - Sales Manager - Power Bespoke.



"Using drone photography and video really adds an extra dimension to the properties we represent. The video brings the property to life in ways that static photos can't and increases the awareness of a property substantially, especially on Facebook. If budget were no object we would use Apollo on every property!"

Jennie Fundell | Marketing and Communications Manager – White & Sons



How to use your Real Estate Photography

We love to create brilliant real estate photography and film to help you sell your properties. Using the latest technology and photography techniques, we work with you to build on your property portfolios so that they are even more powerful selling tools.

Our experts will help you get the most out of your real estate aerial photography from start to finish.

Pre-Flight Planning Tips

It's crucial to iron out the flight plan of all aerial shots and identify what it is you want to get out of the project. Here are a few things to consider before take-off:

- **Voice-overs** - A voice-over helps describe some of the details of a property that visuals cannot achieve alone, including dimensions of a property, nearby facilities, transport links, and the history of a property. These can help sell properties much faster. If you plan to use a voice-over, write a rough script first to ensure we have the right shots to compliment the voice-over content.
- **Property Features** - What are the key features that will help sell the property? You don't want to get to the day filming only to realise more footage will be required.
- **Who will be involved?** - Do you already have an interior photographer who you trust? Most drone service providers can work with your current photographers, or take on the entire project themselves.

These are the core requirements to get right before any drone flight, and the Apollo team will work with you to ensure that everything is thought of.



Marketing Aerial Real Estate Videos

Once you have your video, there are a wealth of ways you can use it to your advantage, and we're here to guide you for the best possible outcome for you and your clients

1. Upload to your Website

This one is probably the more obvious tip. Ensure you upload your video to your website. A few areas to consider using it would include:

- **Your Property Listing** – Don't forget to use it on your property listing! Embed the video to your page and make sure it is above the fold, ie, it is one of the first things the reader sees when they reach that page. With your readers enjoying your video, it keeps them on your website for longer. This also helps with your Search Engine Optimisation (SEO), as time on page is a ranking factor for Google. We can work directly with your web developers to smooth out the process.

- **Your Sellers Information Page** – Aerial photography adds significant value on how you appear to property sellers too. For those sellers looking for an estate agency to work with, they will likely see the drone footage as a bonus for working with your agency, giving the edge over your competition. You will be an agency that is willing to invest in the best technology and techniques available to sell their property fast. So, if you have a page on your website where sellers can get in touch with you, or learn more about your agency, be sure to show off the drone footage there.

- **Your Home Page** – This is for the same reason as the sellers' information above. By having your most impressive videos pride of place, it will be one of the first things potential buyers and seller see. This presents your agency as modern, adaptable, and high end.



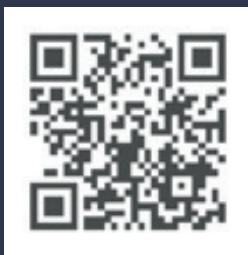
2. Using Social Media

On social media? You will want to be if you're not already. Impressive aerial drone footage gets noticed, particularly of beautiful and equally impressive properties. Include video snippets on Instagram, post the video on Facebook, and ensure your LinkedIn followers catch a glimpse of it on their feed. You can even upload it to your YouTube channel for viewers to watch it in 4K resolution. The more people who see and share your video, the more likely people will get in touch to buy or sell a property with you.

By sharing your drone video across your social media sites, you will not only attract potential buyers of the property but also people looking to sell. For example, an eye-catching video on Facebook will generate interaction which will in turn lead more and more people to it even if they aren't looking to buy the property itself. This is a great way to boost your brand online

Try Facebook boosted posts to reach more people in your target market, your target area, target age group (the list is endless). With an advertising budget as low as £20, you could reach thousands of potential buyers (and sellers), using your real estate drone footage as the engaging content.

3. Include Videos in Your Print Media



For bonus points, you can even use your videos within print media. But how? I hear you ask. By using clever design, tiny URLs, and even QR codes in your magazines, flyers, and business cards, you can direct offline readers to your website. Many smart phones now have QR readers built in, or there are plenty of apps available on the App Store.

Try this QR code now. It takes you straight to YouTube:



FAQ's

Are you authorised?

Yes, we are authorised by the Civil Aviation Authority to use drones commercially

Are you insured?

Yes, we are insured and have public liability up to £5m

How high can you fly?

Up to 400ft

How much do you charge?

We charge £300 + VAT for our Standard Package and £550 + VAT for our Premium Package. Please get in touch for more details.

Will you edit our videos and photos?

Yes, all editing is free of charge with both our packages

Can you take interior photography stills and video?

Yes, we can add interior shots into you project as part of our Premium Package

Can you provide voice over scripts and artists?

Yes, as part of our Premium Package

If you have any questions or would like to speak more about what Real Estate Drone Photography and Filming can do for your property portfolio, please get in touch.

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