

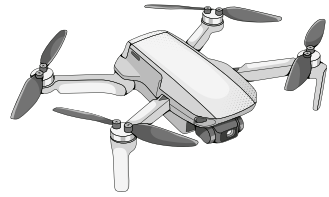
REAL ESTATE DRONE PHOTOGRAPHY:

A Complete Guide



STYLDOD

Smart features, high-resolution cameras, and aerial views, of course, make drone photography the hottest marketing tool in real estate.



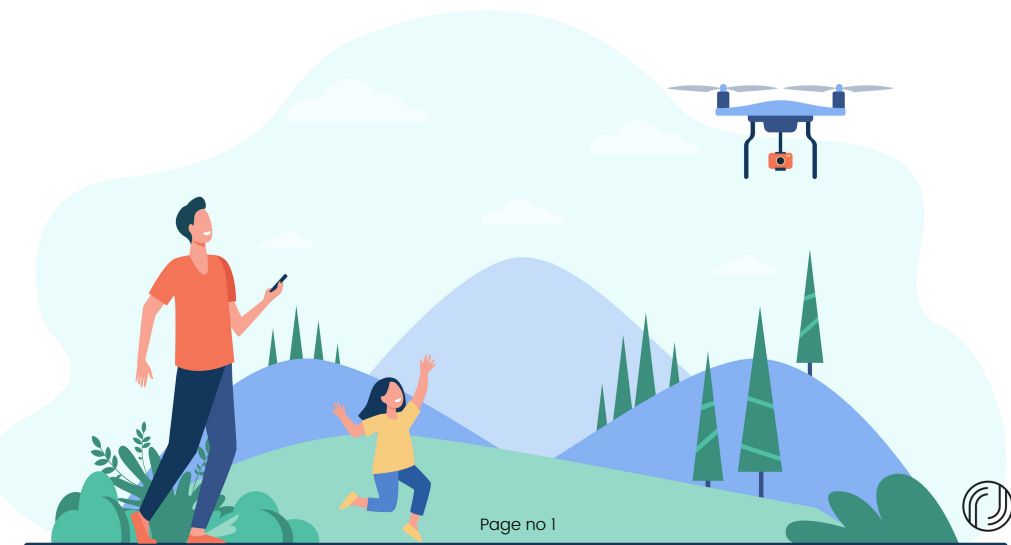
According to MLS statistics, properties with aerial imagery are 68% more likely to sell than those without it, because drones provide a unique perspective to listings and click photos and videos from angles that weren't possible a few years back.

The drone – a sky-fluttering, unmanned camera is undoubtedly the most interesting photography innovation in recent times.

As the demand for aerial devices shoots up and prices come down, choose a drone based on your skills and needs. Should you go for a drone with a built-in camera or do you want to attach a high-quality one to it?

Do you want a beginner-level lightweight drone or a heavier one with advanced skills that match your expertise? What is your purpose for buying the drone? Is it interior or exterior real estate photography?

Keep these questions in mind while shopping for your UAV.



What Are Some Important Features of Drones to Look Out for?

Drones are equipped with various features that ensure efficiency while shooting. Learning them will optimize the performance of your drone.



Smartphone Feed

This tool connects your smartphone to your drone, allowing you to see what the device is capturing, ensuring top-notch shots.

Tracking

The 'follow-me' option on drones connects to your phone's GPS to follow you around and will keep you in the frame while photographing stunning visuals.

Smart Mode

The smart mode is a lifesaver for all newbies who want to click professional-looking photographs. If you're a beginner who's photographing on a windy day, smart mode's stabilization feature will counter the event and give you satisfactory output.

Geofence

This feature will set boundaries for your drone and won't let it fly higher or wider than the set range. This can be both a boon and a bane and photographers have mixed opinions about it.



The following drones are the best in the market and promise good quality photographs, sufficient battery life, and more for excellent performance.

Best Drones in the Market

DJI Mavic Mini

- Good camera, a hefty sensor that shoots in 2.7K, hardware image stabilized.
- Exceptionally precise GPS
- Cinematic features like Dronie, Helix & Circle available



Upair 2

- 3 sensors: one 3D, one 4K, & one that shoots at 16 MP.
- GPS-assisted intelligent flight that flies back automatically when the battery is low & follows your path.



Parrot Anafi

- Powerful 4K HDR-capable sensor, best camera in the business that withstands vibrations
- Camera takes up the entire front panel, allowing it to record straight up and down, producing fantastic interior shots.
- The FreeFlight 6 app for flight mode tab.



DJI Air 2S

- 1-inch camera sensor for up to 5.4K UHD video.
- Equipped with APAS 4.0 - a 4-way obstacle avoidance detection and autopilot system that automatically avoids and flies around obstacles.
- Mastershots generates professional footage that's ready for social.

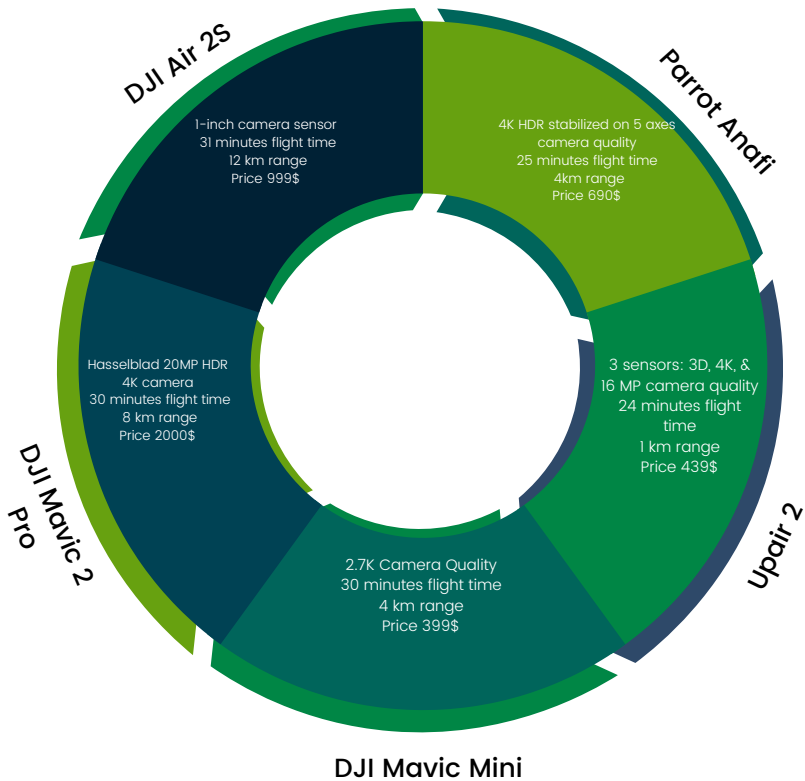


DJI Mavic 2 Pro

- Dynamic 1-inch Hasselblad sensor, 20MP HDR 4K camera
- Hyperlapse shoots solid aerial shots and auto-processes them.
- Reduces power consumption & expands propulsion.



Criteria for comparison	DJI Mavic Mini	Upair Two	Parrot Anafi	DJI Air 2S	DJI Mavic 2 Pro
Camera Quality	2.7K	3 sensors: 3D, 4K, & 16 MP	4K HDR stabilized on 5 axes	1-inch camera sensor	Hasselblad 20MP HDR 4K camera
Flight Time (minutes)	30	24	25	31	30
Range (kilometers)	4	1	4	12	8
Price (\$)	399	439	690	999	2000



Drone Pre-Flight Checklist

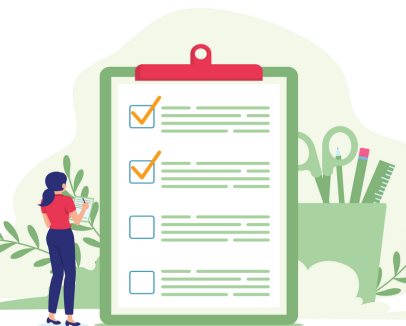
Before you set out to fly your drone, check the following things off your list to ensure the process goes smoothly:

Weather: Is it rainy or too windy? Activate the stabilization settings if needed.

Surroundings: Will the neighbors be annoyed if you fly at this time of day? Is it safe to fly the drone high/low? Is the home exterior tidy?

Settings: What's going to be the brightness setting on the drone? What resolution do you need? What shutter speed, frame rate, and ISO are best to capture the beauty of the listing.

Battery: Is the battery charged up? Is it sufficient enough to meet your flying needs?



Drone Flying Tips for Real Estate

Incorporate the following tips to get stellar drone visuals.

Use Natural Light

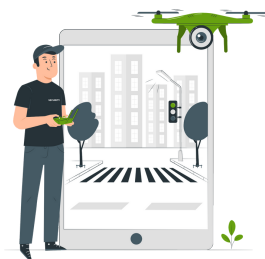
To be able to shoot in warm, glowing, natural light is every photographer's dream. Noon is the best time for exterior drone visuals because the position of the sun at this time minimizes shadow. However, use neutral-density filters restricting the amount of light entering the lens if the lighting is too harsh.

Highlight the Home's Best Features

Be it the luxurious swimming pool or sprawling lawn, every home has something that makes it stand out. Make sure the viewers' eyes get caught in the property's best attributes by increasing the light in those areas while editing.

Get Creative With Angles and Shots

Variety in shots and angles can spruce up the final output in real estate photography. Float your drone around in the sky at 20 ft to capture homes with their fine details such as garden flowers and the wooden deck. Scroll down to find out the best shots for stellar property videos.



5 Drone Moves for Stunning Real Estate Videos

Once you get your drone up and flying, it's time to think of the best angles and shots that will help you get aesthetically pleasing real estate videos. Here are 5 drone moves that every real estate videographer must know:

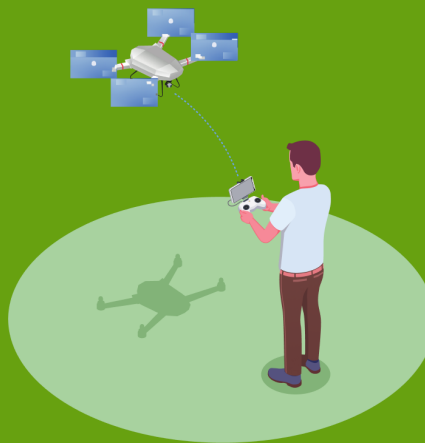
The Forward Reveal: A slow, wide-angle shot that zooms in to show where your property sits in the landscape.

Slide and Pan: This tricky shot requires a bit of practice, but once mastered can help to create an eye-catching real estate drone video.

Tight Slide: This shot is used to slowly reveal your property either from left to right bottom to top.

Crane Up Reveal: This shot is often used to reveal a breathtaking view of the property.

Track Away: A wide shot tracking away from the property and is a reverse of the forward reveal.



What is Post Processing In Drone Photography?

Humans are naturally drawn to visual attractiveness. When homebuyers look for prospective homes on the internet, beautifully shot and edited pictures can grab their eyeballs. Editing drone photos helps remove imperfections, highlight the best features of listings, boost the credibility of images and add or remove details. As photography is 50% shooting and 50% editing, it is always recommended to shoot your real estate images in RAW format to retain photo properties. As RAW files are larger, ensure your SD card is capable enough to store the images without compression. Adobe Lightroom and Photoshop are popular photo editing tools that can tailor your photos to either pop with colors or be lukewarm, according to your preferences. You can save yourself from the hassle of photo editing by outsourcing the service, as it produces professional results quickly.



Drone Add-Ons for Improved Performance and Photo Quality:

- Batteries
- SD cards
- Propellers and propeller guard
- LED lights
- Drone landing pad



Best Real Estate Drone Videos to Inspire You

The following are stunning examples of real estate drone videos that can inspire you to create your next one.

1. 1668 Tyler Dr Fullerton, CA 92835

This video by The Boutique Real Estate Group is packed with pumping music and great drone footage and stays away from the usual listing video route of simply showing the home. It cashes in on the idea that people don't just buy a house, but a whole lifestyle, and cleverly shows the whole neighborhood including parks, schools, and colleges before zeroing in on the home to make buyers emotionally invested. Watch the video here https://youtu.be/dY67_FloU00.



2. 616 Tunnel, Golden Co 80403

A farmhouse set in the middle of a pine forest, this home is the perfect getaway for anyone who loves the woods. Edited by Styldod adding soothing music and incredible visuals, this short 1-minute drone video soaks in the lovely view and greenery around the house that leaves the viewer craving for more. Click here to watch <https://youtu.be/mtgsuZYIDMw>.



3. 3221 W 1st Ave, Denver

This bright red listing set in the calm Denver combines the benefits of a city with the countryside. Surrounded by trees and a lake, Styldod's editing shows the home's exterior and surroundings well, making it a sight for sore eyes. Check out the video here https://youtu.be/QmpR92r6_BM.





How Drones Are Changing Real Estate

"What's that buzzing above the neighbor's house?", this is how an article published by CBS in 2017 begins. Titled '9 ways drones are changing real estate', it quotes real estate photographers, agents, brokers, and associations as they share their two cents on the impact of drones in real estate. Realtor Liza Mendez from Miami says drones have made aerial photography accessible and budget-friendly for all.

Popular photography companies offer services starting at \$250, which is a great improvement from the times when helicopters would be used to photograph million-dollar homes. Drone photography shows large homes in their entirety, which ground photographs fail to achieve. It presents homes with basketball courts, waterfront views, and other amenities in all their glory. UAVs give a personalized view of homes. It allows buyers to visualize the finest details, thereby making them emotionally invested in the listing. "For example, a drone can record video while flying along a twisting, wooded driveway to give buyers a feel for what the approach to the house looks like." Photography companies have also started to do village or town tours with these aerial devices to give potential movers a good impression. They showcase all neighborhood amenities like water bodies, schools, golf courses, and more.

However, privacy concerns have been on the rise with the introduction of these devices. It is advised to notify neighbors before launching drones. As there are previous examples of them crashing, it is good to have them insured to avoid liability concerns.



Drone Regulations for Real Estate



Using drones in real estate isn't as easy as buying an aircraft and pushing a few buttons. To professionally use drones for real estate, you need to be a commercially licensed drone pilot. To be a certified remote pilot, you need to take a Federal Aviation Administration examination. Once you get your drone, don't forget to register it by the administration. Local drone restrictions can prohibit you from flying in certain areas, so read them up before you start flying. FAA requires commercial drones to be under 55 grams and allows flying only during the day. Remember to implement geofencing to respect privacy and get your drone insured to avoid lawsuits.

Future of Drones



With Dominos dropping pizzas all over New Zealand and Amazon testing out Prime Air in the UK, it is clear that drones are here to stay for various uses. With anti-drone products such as drones that catch other drones, and radio-frequency jammers that prevent flying, an arms race is in the making; as drone-makers try to make their brainchildren fly better, authorizers are striving to bring them down. There are plenty of reasons to worry about a camera that flies, right ranging from facial recognition to serial stalking. Therefore it is important to use drone cameras for real estate responsibly and wisely adhering to the fed's regulations.



Styldod's Photo Editing Services

Outsource photo editing with our plethora of services

Once real estate pictures and videos are captured using drones, putting them through post-processing can do wonders for your listings. Luckily, Styldod can help you in turning them around in 48 hours at unmatched prices. Use our image enhancement, occupied to vacant, object removal, and day to dusk services to give your images a stunning avatar. We also create immersive single property videos from the photos.



[Know More](#)

Styldod is a design-tech company that aims to simplify real estate marketing and help agents present homes in their most favorable light online by reimagining and automating the listing photography process. Having begun as a virtual staging company, today, Styldod has affordable and best-in-class products and services for every facet of real estate marketing and photography. Styldod's suite of services include virtual staging, image enhancements, floor plans, virtual renovation, 3D renders, 360 degree virtual tours, and Matterport virtual staging, to name a few. We're trusted by over 10,000 realtors from all over the US and from companies like ReMax, Coldwell Banker, Keller Williams.

Our Services:

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