

# A Basic Drone Business Use Case

Aerial Real Estate Photography - The Tools You'll Need



# A simple drone description



- Today's drones are mainly flying cameras. They're capable of taking photos and videos above the ground.
- Most modern drones are also GPS enabled, allowing them to collect elevation and location data, which can be used in higher end applications.
- The images and video we capture with drones are "geotagged" with the location and elevation data captured.
- Some drones are capable of detecting obstacles in their path, and can help you carry out even safer flights.



# Common Drone Usage - Real Estate



- The first thing that pops to mind for new drone pilots is Real Estate photography.
- Showing off homes for sale from above gives potential buyers a whole new view on a house they're interested in purchasing.
- Real Estate Video is also becoming more popular with drones as well.
- Exterior 360 degree images are also in demand from realtors.



# Image & Video Capture Means.....

- You're going to need to know something about image editing and video editing.
- No matter what type of camera you use (ground based or drone based), a need to edit your images after taking them can arise.
- The same can be said for video production as well. Editing will be a "must."
- 360 Degree Drone Panos will also require some editing skills and other tools.



# The “basics” you’ll need for drone real estate work



- A drone. Pretty obvious, right?
- Some type of photo editing software.
- Some type of video editing software.
- A 360 Degree Pano service provider.
- Other “business basics” for drone work, which we’ll discuss momentarily.....



**Don't get discouraged with the next screen.**

Just being as honest as I can be with you.





# My “basics” for drone real estate photography.

- A Mavic Pro (purchased for about \$1299) and a Mavic 2 Pro (\$1599 on DJI’s website as of 9/30/2020).
- Spare batteries for each drone - 3 for Mavic Pro, 6 for Mavic 2 Pro. Current Mavic 2 Batteries retail for \$149 each (\$894 total for M2P)
- Adobe Lightroom & Photoshop for photo management & editing. \$10 per month (\$120 a year)
- Apple’s Final Cut Pro for video editing (\$299)
- iMac for photo and video editing (\$1299)
- Drone flight insurance (approximately \$75 per month)
- SEO Management Software for my website (\$100 per month)
- Website Hosting for a site I built and manage (\$420 per year) plus my time invested managing it.
- DropBox for sending clients their images / video (\$12.50 per month)
- A few other miscellaneous items. Medical insurance, auto insurance, workers comp.....



# Don't panic! You can write this stuff off! ;)



- Okay, so my fixed investment (computer, drones, batteries) came in at \$5390. You don't have to buy everything all at once.
- My monthly expenses (didn't list everything) come in at \$232.50 per month, or \$2790 per year.
- Most likely you've already got your computer, your drone, and some batteries.
- This list also doesn't account for other software that I use for my construction clients, park clients, etc.



# Being realistic and not pulling punches

- As you can see, there's more to starting up your drone business than just a drone & a controller. Some upfront investment will be required.
- That's not to discourage you. As far as startup costs for a new business it's not that extreme.
- Remember, if you're starting out part time you can build up to the equipment and software you want.
- As you can see though, expenses can add up quickly, and that's really what I wanted to get across for one of the most basic services drone pilots offer.





# You have to spend money to make money.



- We've all heard it. And it's true.
- In order to succeed in building any small business we've got to be willing to spend where we REALLY need to, and we'll be required to learn about tools we've never used before.
- If you don't want to learn to edit images or video, you'll be at a disadvantage.
- With that in mind, you'll need to plot your course wisely, fill in your knowledge gaps, and be flexible and willing to learn more over time.



# Keep in mind, we've just covered a "basic use case."

- In this discussion we've talked about one of the most well recognized use cases in the professional drone space.
- As you start looking into more complex drone applications costs will rise, the learning curve will become steeper, and expectations from your clients will be more complex.
- Once again, pace yourself and take your time. Start planning your own progression in the industry, and make some realistic goals.