

# How To Get Great Aerial Photos & Videos

Bob Cowen 248-324-1161

[bobcowen@gmail.com](mailto:bobcowen@gmail.com)



# DIY Costs: \$2,000-\$5,000

## –DJI Phantom 3 (Advanced & Pro)

- \$1,150-\$1,450
- 2.8 pounds



## –DJI Inspire 1

- \$4,000
- 6.4 pounds



## –**Fast** Tablet

- iPad Air 2, Nvidia Shield



# Quality Challenges: >50% of Listings

- Severe optical distortion
  - Phantom 2
    - ProDrenalin
- Photography & Videography 101
  - Composition, coloring & staging
- **Lots** of sunlight required
  - Small light sensor
- Duration, speed, rotation, motion, music

# Which Listings?

## No (20%-30% shouldn't)

- ✗ Close trees, buildings & other homes
- ✗ Overhead wires
- ✗ People, highways, full parking lots
- ✗ Airports
- ✗ Large acreage
  - ✗ Google EarthPro (free)

## Yes (30%-40% more could)

- ✓ Large home
  - ✓ Out-buildings
- ✓ Water
  - ✓ Pool, lake
- ✓ Landscaping
  - ✓ Gardens
  - ✓ Tennis/basketball court
- ✓ Adjacent
  - ✓ Golf course or park
- ✓ Large lot, farm, acreage

# Checklist to Ensure Great Videos

## ✓ Videos

- ✓ Not too long

- ✓ Get the right music

- ✓ No fast pans or fly-overs

- ✓ No visible drone shadow or props

# Checklist to Ensure Great Aerials

- ✓ No optical distortion
- ✓ Sun must shine directly on the primary features
- ✓ The sky must be mostly blue
- ✓ Stage & clean-up the exterior
- ✓ Don't show too much roof
- ✓ Don't take a job too far away