

The Benefits of Drone Photography and Cinematography For Real Estate



BLT Architects Brown Bag Lunch Discussion

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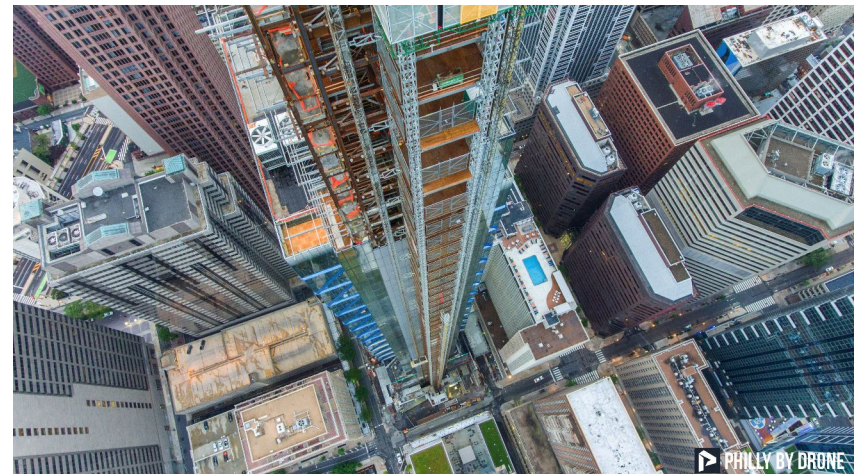
Philly By Drone specializes in aerial real estate photography, cinematography, and panoramic photography.

Recent Projects

- Comcast Technology Center
- 1213 Walnut
- Bridge on Race Street
- 1601 Vine
- Radian Apartments
- Vue 32

Clients

- Developers
- General contractors
- Architects
- Brokers
- Tourism



Drone cinematography helps developers accelerate pre-leasing.

1213 Walnut Showroom



Anthony Barone
Property Manager at
Bozzuto

“A couple of nights we forgot to turn off the TV, and left the drone shots on repeat. The next morning when I walked in, I saw emails from people who had walked past at night and seen the drone video.



www.vimeo.com/phillybydrone/1213-walnut

This was a challenging shoot.



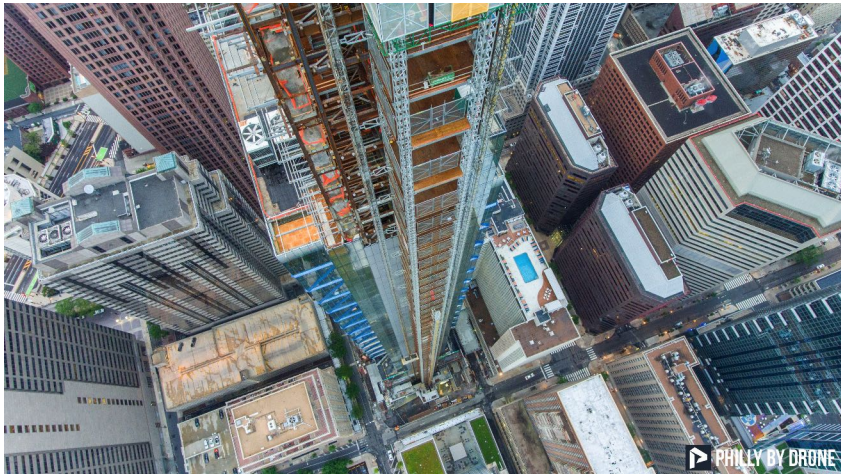
JeffSTAT helicopter 3 blocks away

- Notified JeffSTAT air traffic control, PHL FAA air traffic control
- Compass errors from magnetic interference of parking structure
- Intermittent GPS signal from high density of buildings



Drone photography strengthens clients' proposals in the RFP process.

Foster + Partners



Comcast Technology Center

- Foster + Partners is using our images for social media, website, presentations, internal material, and press stories

HFF



Conshohocken, PA

- Brokerage firm includes our drone photos in proposals (printed book and slides)
- Recently awarded 2 projects which included our photos



Forward-thinking developers are using drone photography for view-based pricing.

East Market – 1199 Ludlow



**Charles
Norman**

Development
Manager at National
Real Estate
Development

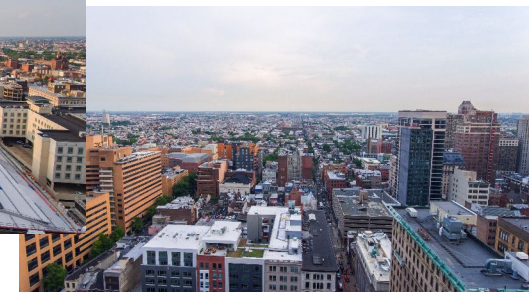
“Philly By Drone allowed us to better visualize the views from the different apartments and floors in the building. The images and videos are helping us refine our thinking on which apartments will have the most sought after views and help us arrive at a better marketing and pricing strategy.”

Opposite Views

- East Market’s second residential tower currently under construction
- NRED team had previously underestimated how good the views to the south would be
- Drone photos helped NRED understand relationship between neighboring buildings



**Looking north at 250
feet elevation from
the NW corner**

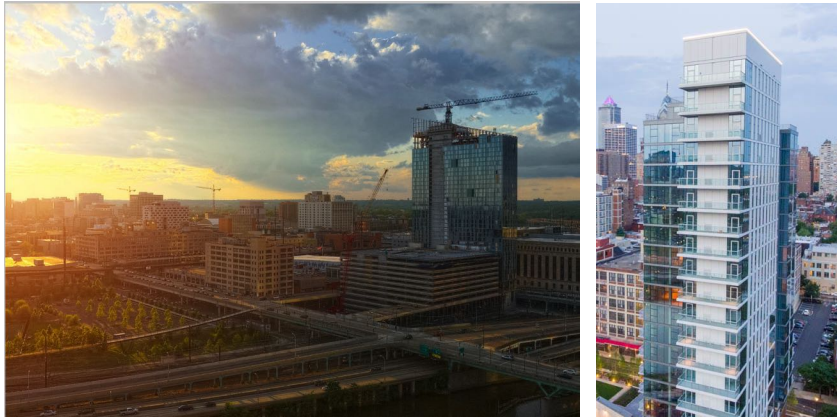


**Looking south from
the SW corner**



Hundreds of U.S. developments are using aerial panoramas to showcase views from specific floors before construction.

One Riverside (Philly)



One Riverside Showroom



Norm Eckert
Senior Sales
Associate at Dranoff
Properties

“I literally closed 50% of my sales standing in front of this monitor (shown in picture below) with clients. And this was **before** construction had even started. They were blown away by the views of the city.

Websites With Panoramas

www.vistatowerchicago.com
www.oneriversidecondos.com
www.anahawardvillage.com
www.theresidenceswaikiki.com
www.1seaport.com
www.one57.com



www.oneriversidecondos.com/views



Aerial panoramas provide the visual context that investors seek.

Bridge on Race



Jeff Brown
Partner at Brown
Hill Development

“We’re seeing a lot of interest from foreign investors. They haven’t been to Philadelphia, and don’t fully appreciate the value of Old City’s location. We need to showcase (Bridge on Race)’s visual context.

Schuylkill Yards



- Currently 3003 JFK is an undeveloped parking lot.
- Philly By Drone’s aerial panorama unlocks the view from the future building for investors and tenants.

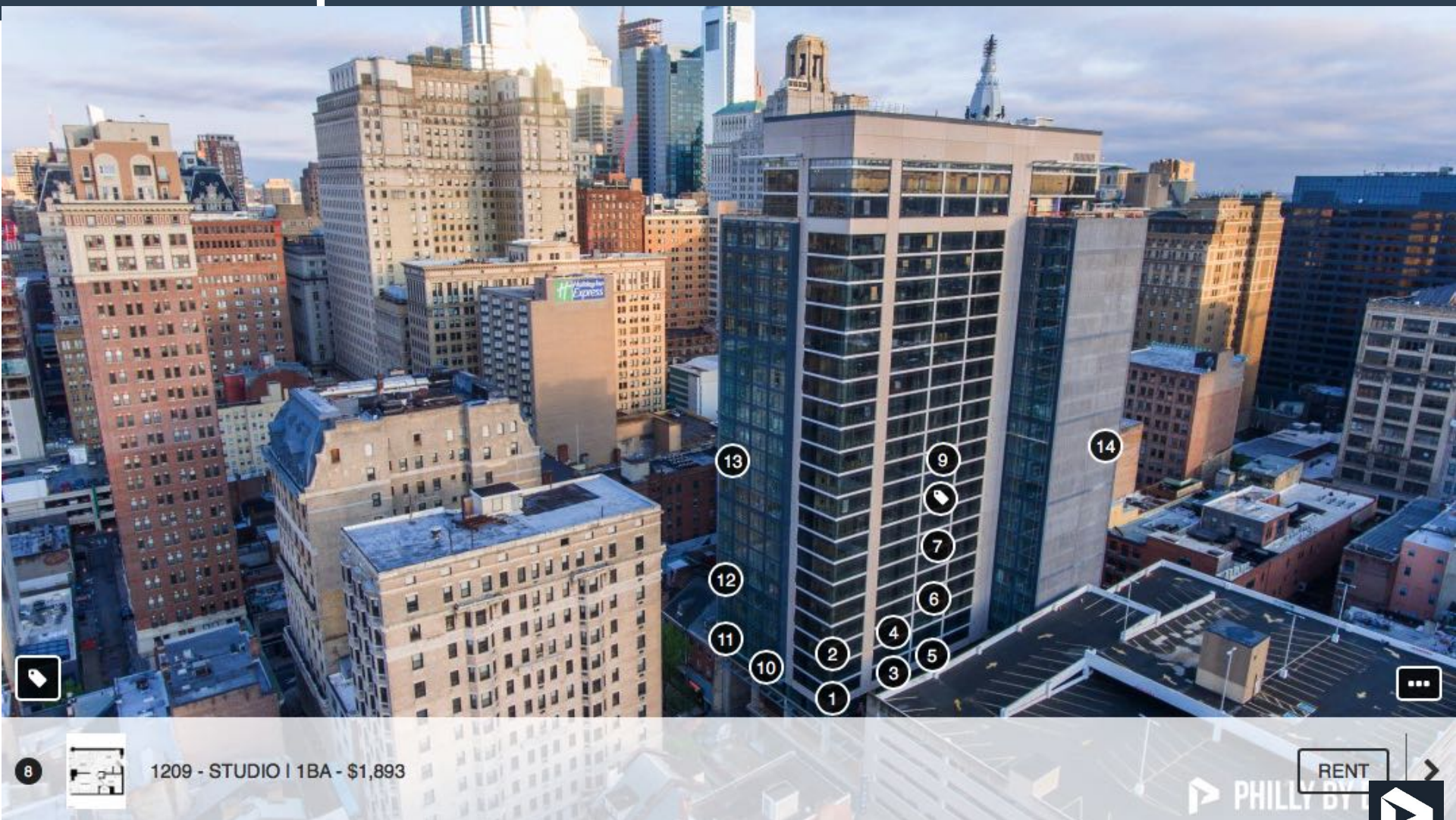
www.phillybydrone.com/panoramas/schuylkill-yards/tour.html



Prospective tenants are discovering apartments through our hoverable drone photos.



Prospective tenants are discovering apartments through our hoverable drone photos.



1213 Walnut - www.phillybydrone.com/reveal

Architecture firms are placing building renderings into drone cinematography.



Conclusion

- Philly By Drone specializes solely in real estate. We're always seeking new applications of drones to real estate.
- Shoot me an email with any questions.
- Slides can be downloaded to the right.



Contact

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Download Slides

www.phillybydrone.com/blta-drone-talk.pdf

