



What to Know Before Hiring a Drone Pilot

A Quick Guide To Drone Compliance And Professional Operations

A photograph of two men, one with a beard and one without, looking intently at a device held by the man without the beard. The image has a blue tint.

A Practical Guide for Real Estate, Roof Inspections, Small Business Promotion, and Aerial Documentation

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Introduction



Welcome

This guide is designed to help property owners, real estate professionals, contractors, and business owners understand what goes into a professional drone project. Whether the goal is marketing, inspection, or documentation, successful aerial work depends on clear planning, compliance, and communication.



When Aerial Photo & Video Makes Sense



Professional drone services are commonly used when ground-level imagery cannot provide enough context or coverage. Typical uses include real estate listings, roof and property inspections, construction and site documentation, and commercial or small business marketing.

- You need to show overall layout, scale, or surroundings that ground-level photos can't capture
- Accessing elevated or hard-to-reach areas would be time-consuming or unsafe
- The project requires clear visual documentation for planning, marketing, or records
- Location, proximity, or site context plays a key role in decision-making or presentation

Why Certification & Compliance Matter



Professional drone operations in the United States are regulated by the FAA. A qualified drone pilot should hold a current FAA Part 107 certification, understand airspace restrictions, and operate responsibly with appropriate insurance.

What to Expect From a Professional Drone Service



A professional drone service should provide pre-flight planning, clear communication, defined deliverables, professional-quality imagery, and respect for your property and schedule.

How to Prepare for a Successful Drone Project



Before a project begins, it helps to define the purpose of the imagery, confirm access and permissions, identify key areas to capture, and understand delivery timelines.

Common Mistakes to Avoid



Common issues include hiring **unlicensed** operators, choosing price over professionalism, skipping planning, and assuming all drone footage is the same.

Industry-Specific Considerations

Real Estate Professionals

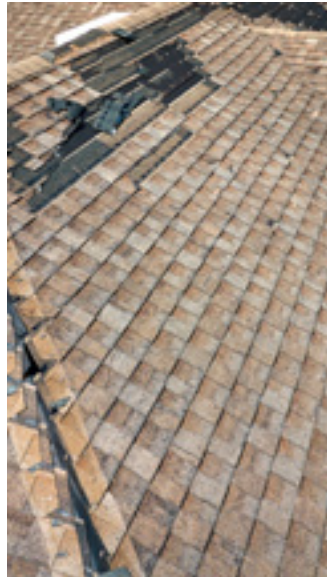


Aerial imagery supports listings by showing layout, surroundings, and scale—details buyers often can't understand from ground-level photos alone.

Most useful when:

- The property has a large lot or unique layout
- Location or surroundings influence value
- Exterior presentation supports marketing
- ground-level photos alone.

Roof & Property Inspections:



Drone-based imagery provides safer visual documentation of roof conditions without requiring ladders or direct access.

Most useful when:

- Roofs are steep, elevated, or difficult to access
- Preliminary or post-event documentation is needed
- Safety and efficiency are priorities

Small Business Promotion:



Aerial visuals help highlight location, access, and exterior presence for commercial or customer-facing locations.

Most useful when:

- Visibility or location is part of the message
- Exterior scale or access matters
- Supporting marketing or presentation materials

Property Managers & Property Management Teams



Aerial visuals support property records, planning, and communication across one or multiple locations.

Most useful when:

- Clear use case
- Clear benefit
- Speaks directly to operational thinking

Next Steps



If you are considering a drone project, the next step is to outline your goals, location, and timeline. Completing the Aerial SkyWorx Project Brief helps ensure your project is planned efficiently. No obligation. Just clarity.

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Perspective Changes Everything