

# NEST DRONE PHOTOGRAPHY STYLE GUIDE

Thank you for taking the time to invest in your business by using drone photography to market your property! To ensure your photography meets Nest standards, please review the content below.

## NEW DRONE PHOTOGRAPHER? START HERE!

### Setting up the shot:

Drone photography is no different from any other form of photography—pay close attention to lighting, composition, and conditions. Pick a time with good lighting and weather conditions: early morning generally has the most favorable conditions for a real estate drone shoot.

Before you get to snapping, be completely comfortable with piloting the drone. Familiarize yourself with the drone's parts, features, and controls. Keep the drone steady when taking pictures/videos in order to minimize camera shaking and to get smooth, stable shots, making sure the drone's blades are out of the picture.

Always use a gimbal and fly with the wind. Keep the drone low. Although drones can be flown to up to 400 feet high, the best photographs are the ones taken relatively close to the ground, keeping the main focus in the photograph in the center.

Plan your location and flight course ahead of time. Drones generally have a battery time of 20 minutes per charge, so poor planning could lead to a wasted session. Plan to bring extra batteries if you need more time, as well as extra parts in case you crash/damage the drone.

### In addition to the gallery, you may want to consider Nest Deliverables:

- (1) Website hero image 1144x500 pixels at 150 DPI
- (1) Email marketing photo 550 pixel width x any height

### Examples of Good and Bad Pictures

See page two for more examples of good photos.



**Weather and lighting makes all the difference!**

Photo courtesy of ataimagingllc.com



**Good angles, good lighting, stable clear shot.**

Just high enough to show the entirety of the house and property. Photo courtesy of bestdroneforthejob.com

Additional Examples of Good Drone Pictures

