

Aerial Real Estate Videography — Workbook

This workbook turns the course into a working business toolkit. You will study for and book your Part 107 exam, plan and pre-flight a real shoot, build repeatable shot lists and an edit checklist, and price a package agents will buy. Use the templates to run every listing the same professional way, from airspace check to final delivery.

Flying Legal: Part 107, Gear, and the Kit

Get certified, confirm you can legally fly a given property, and lock in the gear and camera settings before you ever charge for a flight.

Exercise: Build Your Part 107 Study Plan

The UAG exam is 60 questions, needs 70 percent to pass, and costs 175 dollars. Plan 15 to 20 hours of study, weighted toward airspace and sectional charts. Answer the prompts to commit to a concrete plan and date.

- Which study resource will you use, for example Pilot Institute or Drone Pilot Ground School, and why?

- Schedule your study across the next two to three weeks: how many hours on which days, with extra time on airspace?

- Which two topics do you expect to be hardest for you, and how will you drill them?

- Pick a target exam date and the nearest PSI testing center, and write down what you will bring on test day.

Worksheet: Pre-Booking Airspace and Legal Check

Before you quote any listing, fill this out for the exact property address. If the grid ceiling is 0 or LAANC is not available, do not promise a date until you resolve authorization.

Property address

Airspace class at this location (G, B, C, D, E)

UAS Facility Map grid ceiling in feet

LAANC available (yes or no)

Authorization number once approved

Maximum altitude you will fly

Written consent from agent or owner on file (yes or no)

Liability insurance active for the shoot date (yes or no)

Checklist: Camera Settings Lock-In Before Launch

- Resolution set to 4K and frame rate to 24 or 30 fps (60 only for planned slow motion)
- Shutter set to the 180-degree rule, 1/50 at 24 fps or 1/60 at 30 fps
- ISO as low as light allows, target 100 to 400
- ND filter fitted for bright outdoor light to hold the slow shutter
- White balance set manually for the scene, not auto
- Color profile chosen and consistent (flat or D-Log for grading, or standard)
- At least three charged batteries and a V30 or faster card in the drone

Drone Exteriors: The Four Core Moves

Capture a complete exterior using the reveal, orbit, pull-back, and top-down, flown safely in good light and within the rules.

Exercise: Practice the Four Moves on a Test Property

Choose a safe, legal practice location with a building or large object. Fly each of the four core moves slowly and smoothly, capturing both a wide and a slightly tighter version. Then review the footage and answer honestly.

- Which move felt least stable, and was it a single smooth input or did you combine too many at once?

- What altitude kept the structure dominant in the frame without shrinking it to a dot?

- Did you hold two seconds of stillness at the start and end of each clip for clean edit points?

- Which automated mode, such as Point of Interest, helped, and which move do you still need to drill manually?

Worksheet: Exterior Shoot Plan and Light Window

Plan the exterior portion of a real listing. Fill this the day before so you arrive ready to fly the best light without improvising on site.

Sunrise and sunset times for the shoot date

Chosen golden-hour window for exteriors

Sun direction relative to the front of the house (front-lit or back-lit)

Forecast wind speed at surface and at altitude

Drone wind limit for this aircraft

Precipitation or cloud cover risk

Mapped obstacles: trees, wires, towers near flight path

Planned takeoff and landing area clear of people

Checklist: On-Site Pre-Flight Safety Routine

- [] Airspace confirmed and LAANC authorization saved on phone
- [] Drone, propellers, and battery inspected for damage
- [] Firmware updated and compass calibrated if prompted
- [] Wind and weather rechecked on arrival and within limits
- [] Visual line of sight maintainable for the planned path
- [] Takeoff and landing zone clear of people, pets, and vehicles
- [] Flight path avoids hovering over neighbors, street, and sidewalks

Interior Walkthroughs: Smooth Motion and Sequencing

Capture floating, well-lit interiors by mastering gimbal movement, filming in tour order, and staging the home before you roll.

Exercise: Drill the Heel-to-Toe Walking Shot

With a gimbal or phone stabilizer, film three slow walkthrough passes of a hallway leading into a room. Use the heel-to-toe roll, soft knees, and a steady upper body. Compare the clips and refine.

- Where did vertical bounce still show, and did slowing down or softening your knees reduce it?
- Was your speed roughly half of a natural walking pace, and how did that affect smoothness?
- Did each clip start and end with a beat of stillness for clean edit handles?
- Which gimbal mode, pan-follow or lock, suited the push-in versus the turn through a doorway?

Worksheet: Interior Shot List and Room Priorities

Plan the interior shoot for a specific home. List rooms in walking-tour order and mark which deserve multiple angles, so you film a story, not an inventory.

Front entry and approach: angle plan

Main living or great room: wide plus feature push

Kitchen: list of angles including island and any view

Primary bedroom and ensuite: angle plan

Secondary bedrooms and bathrooms: single pass each

Backyard, pool, or standout feature

The single best feature of this home to front-load

Per-room white balance note (window-heavy or bulb-heavy)

Checklist: Home Staging Prep Before Filming

- Every light on, including lamps and under-cabinet lighting
- Blinds and curtains open, watching for blown-out windows
- Counters and vanities cleared of clutter and toiletries
- Personal photos, pet items, and trash cans removed from frame
- Toilet lids down and mirrors cleaned
- Cars moved out of the driveway for exterior shots
- Visible cords, remotes, and floor clutter removed

The Edit, the Package, and Selling It to Agents

Turn footage into a paced, properly delivered product, then package and price it so agents book you again.

Exercise: Cut a 90-Second Listing Tour

Using footage from a practice or real shoot, edit a tour of 60 to 120 seconds in DaVinci Resolve or Premiere Pro. License a track first, then cut to it. Review the result against the prompts.

- Does the structure open with an aerial reveal and close with a pull-back and an agent card?

- Are cuts placed on the beat, and is each clip trimmed to its smooth middle, roughly two to four seconds?

- Does motion match across cuts, avoiding a hard jump from a leftward move to a rightward one?

- Is the grade bright, clean, and slightly warm rather than heavily stylized, with white balance consistent?

Worksheet: Delivery Spec and Music License Record

Complete this for each delivered video so files meet platform specs and you can always prove your music rights.

Main file: resolution and aspect ratio (16:9, 4K or 1080p)

Vertical cut: 9:16 highlight length in seconds

Frame rate and codec (24 or 30 fps, H.264 MP4)

Music track title and licensing service

License or invoice reference for the track

Closing card details: address, agent name, brokerage, phone, website

Delivery method and link (Dropbox, Drive, WeTransfer)

Turnaround promised versus delivered

Worksheet: Package and Pricing Builder

Define the offer you will sell. Set tiers and prices that cover your real costs for your local market, then state the terms you will hold agents to.

Tier 1 name, deliverables, and price

Tier 2 name, deliverables, and price

Premium tier name, deliverables, and price

Cost inputs to cover: travel, shoot, editing hours, gear, software, music, insurance

Turnaround time offered

Revision policy

Staging prep required from the agent

Confirmation note text stating Part 107 certification and insurance

Checklist: Client Delivery and Follow-Up

- Final video meets agreed deliverables and delivery specs
- Vertical social cut included if promised
- Branded closing card correct: address, name, brokerage, contact
- Music license reference saved for this video
- Delivered within the promised turnaround window
- Referral or repeat-listing request sent to the agent
- Best clips added to your portfolio reel or social profile

Your Action Plan

1. Enroll in a Part 107 prep course, schedule 15 to 20 study hours weighted to airspace, and book the UAG exam at a PSI center.
2. Pass the exam, complete IACRA Form 8710-13, and buy on-demand liability insurance before any paid flight.
3. Assemble the kit: a sub-250-gram or Air-class DJI drone, three batteries, ND filters, a fast card, and a gimbal for interiors.
4. Practice the four core drone moves and the heel-to-toe walking shot at a safe, legal location until each is smooth.
5. For your first listing, run the airspace check, file LAANC if needed, and confirm agent consent and staging prep.
6. Shoot exteriors in golden hour and interiors in tour order with all lights on and manual white balance per room.
7. Edit a 60 to 120 second tour cut to licensed music, grade it bright and clean, and add a branded agent card.
8. Export the 16:9 main video and a 9:16 vertical highlight, and save the music license reference on file.
9. Define two or three priced packages that cover your real costs, and send a confirmation noting certification and insurance.
10. Deliver on time, request a referral, and add the best work to a portfolio reel to book the next agent.

