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## **Ideas on how professional aerial photography can help you in 2012**

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Hello and Happy New Year! My name is Tom Walsh and I'm the owner of Shoreline Aerial Photography, LLC, a family owned professional aerial photography company located in Connecticut. In this short article, I'd like to give you some ideas on how professional aerial photography can help you in 2012 and what to avoid. If you haven't used aerial photography before, or even if you have, please read on! I'm certain you'll discover some useful information.

Aerial photography has dozens of applications and can benefit practically every aspect of a project or sale. If it involves real estate or construction, there's probably an aerial photography use that could help you be more effective. We have dozens of clients, both large and small and we've flown hundreds of jobs throughout New England. There isn't space here to explain all of the ways our clients use our services so let me try a different approach.

Do you need information on a property or project, or do you need to present that information to someone else? If so, then aerial photography can be perfect. We've all heard the saying that "a picture paints a thousand words" and it's true. Look through any publication, including this one and you'll see lots and lots of pictures. While ground based property photos provide information, aerial photography provides LOTS of information. And studies show that the human eye is naturally attracted to aerial photos. Try it for yourself. Look at any page with both ground and aerial photos and your eye will be immediately drawn to the aerial photo. With one look, you'll instantly gather far more information about a property than any ground-based photo.

So if aerial photography conveys so much more information, what are some important considerations in getting it and using it? My first tip is to urge caution when it comes to using web based sources such as Google for images. It's certainly cheaper but its often outdated and the low resolution is a big problem. Using a grainy image sends a negative and unprofessional message. You certainly don't want that! You may also miss something vital. What's next to the property now versus a couple of years ago? You should also limit the use of vertical images in print, especially if they are tilted. You may actually repel the viewer as their brain tries to orient itself. Oblique photos at the correct angle are always better for marketing. It's also important that the images be taken from the correct altitude to properly showcase the property or project.

So how do you get the right images? Try us! At Shoreline Aerial, we always provide full resolution images so they can be sized appropriately and used for reports or presentations, advertising, websites, due diligence, prints, etc. Our clients then maximize their value by using the images in more than one way. We don't charge extra for this. They have the full resolution images and can use

them as needed! We typically provide a dozen or more images for each site, both close ups and wide angle views from multiple directions.

What about quality? We use only professional digital cameras and take that a step further by mounting them on a gyrostabilizer for images that are exceptionally sharp and clear. And we never ever shoot through Plexiglas! We use custom removable photo windows so there's never anything but air between the camera and the subject. The result is very happy clients!

Our new clients are often surprised at how affordable our photography is. They usually expect it to cost more. What's our secret? First, by being in demand, we are usually able to combine jobs and photograph multiple sites in one flight. We then pass those savings on to our clients, including discounts for multiple sites for the same company. Secondly, we own our aircraft, which is optimized for aerial photography. We don't have to worry about finding a plane and pilot to rent with the associated costs and scheduling problems. Owning our own plane also allows us to cover most of New England, not just our local area.

There's certainly a lot more I could discuss but I'm out of space. I hope you're interested in seeing what professional aerial photography can do for you. You can check our website at [www.shoreline-aerial.com](http://www.shoreline-aerial.com) for more information or give us a call to discuss how we can help you. And be sure to ask about our free site for new clients. Thanks!

Tom Walsh is owner of Shoreline Aerial Photography, LLC, Ivoryton, Conn.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540