

Hillary Marino Featured in San Francisco Chronicle Sound Off

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Hillary Marino, Luxury Property Professional

Drones play a key role in marketing country properties digitally online, as they capture beautiful and informative photography and video, allowing buyers to understand the attributes of the property remotely.

Many buyers of country property are seeking a second home and often research areas online before scheduling a property tour of the area with a agent.

The perspective one can get from a drone is incredibly informative for buyers as they can get both a good sense of the structures as well as the surrounding land and views from the property.

There are few drawbacks to providing drone photography, but it can be costly and an agent must be comfortable incurring the additional marketing expense.

In my experience, the benefits far outweigh the expense as enhanced imagery leads to greater online presence and more interest from informed buyers.

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