



An aerial view of a South Barrington property.



An aerial view of a Barrington Hills property.

Hi Honey, I'm Drone . . .

3 WAYS TO ELEVATE THE MARKETING OF YOUR PROPERTY

THE REAL ESTATE MARKET has changed in the last 20 years and so has the world!

The National Association of Realtors states that 95 percent of customers are searching for real estate online, and a record 51 percent are finding their ideal home that way.

The real estate community must constantly find new ways to engage buyers and get homes sold. Here are a few interesting ways to market and view all types of property.

USE OF DRONES

The FAA has made it easier to get your license to fly a drone. Thirty-four percent of license holders use their drone for aerial photography, and 26 percent are Realtors. Drones have more uses than you realize:

- Perfect for viewing large parcels of land
- Can confirm the condition of the roof, trees, and outbuildings
- See your view from the floor you are considering purchasing at an under-construction highrise
- Fly low over the water (check with the Coast Guard)
- Drones can create still photos and video
- It's less expensive than hiring a crane for the photographer.

Any opportunity to help educate the buyer about a property is fabulous and it makes it easier to sell for the seller. Be sure to hire a professional

licensed drone operator. If you would like more information regarding getting your drone license, visit <http://federaldroneregistration.com>

HELICOPTERS TAKE FLIGHT!

Helicopters are a bit "old school", but offer a great way to view property if you are keen on flying. There are several airports that have helicopters available. I have used Schaumburg Regional Airport located at 905 Irving Park Road. Helicopters are:

- Reasonably priced and can take you for a property tour for 35-45 minutes over the land or home you are interested in purchasing
- They provide fantastic views and experience for buyers that are new to the area
- You are higher in the sky than a drone which affords you better vistas
- The pilot can hover and make tight turns
- It is easy to land in clear, open areas.

VIDEO AND AUGMENTED REALITY

Want to keep your feet firmly on the ground? Let's talk about video and augmented reality. Here are several tips:

- Matterport™ is leading the way in the interactive 3D experience
- Video and Augmented Reality (AR) saves real estate agents and clients time
- Potential buyers can "experience a home" without ever stepping inside

- Buyers will narrow their options with fewer showings
- Realtors will have to adapt or get replaced
- Videos should be under three minutes
- Facebook and Instagram love video, primarily in paid ads
- Luxury sales will depend more on immersive viewing experiences, especially with the increase of real estate investors from other countries.

I believe these exciting and newer options for buying and selling property keep our real estate market vibrant. It's an exciting time in real estate. 

Judy Gibbons can be reached at 847-274-4983 and online at www.JudyGibbonsProperties.com.

Women's Council of Realtors



On December 12, Judy Gibbons was installed as the 2018 President of the Women's Council of Realtor's in Chicago. The Women's Council

was created in 1938 by 37 women Realtors, as women weren't allowed in any local associations at the time. The organization is a nationwide community of 12,000 women organized across 260 local networks of successful Realtors, advancing women as professionals and leaders in business, the industry, and the many communities they serve.