Keller Williams, the world’s largest real estate franchise by agent count, partnered with DroneBase to provide quality aerial images and videos using DJI drones such as the Inspire 1, Phantom 4 and Phantom 3 Professional. This partnership allows Keller Williams’ over 120,000 agents worldwide to more easily and affordably market their listings with beautiful drone photography.

As part of staying ahead in the Real Estate industry, Keller Williams constantly searches for new technology to provide its associates with a competitive advantage. When it came to using drones to capture more informative photography for listing properties, Keller Williams saw DJI’s cutting edge drone technology as a possible solution.

Individually, Keller Williams Associates were experimenting with drone technology. However, the early fragmented market of different systems and service providers resulted in a wide range of quality, price and turnaround times. Although agents realized drone photography helped attract potential buyers to listings, they were getting frustrated by the lack of consistency.

As a worldwide leader in real estate, Keller Williams needed to provide one standard solution for their 700 offices in over a dozen countries worldwide, which would require the latest drone systems and a global network service provider.

The DroneBase partnership will allow our agents to grow their businesses and remain competitive with technology that’s on the leading edge.”

- Darryl Frost, Keller Williams Public Relations Manager

Enter DroneBase, a company that has developed its own proprietary platform for fulfilling drone service requests at scale. DroneBase has a worldwide network of drone pilots and a history of delivering produced drone imagery and analyzed drone data to enterprise customers.

To maintain output standardization, DroneBase — a DJI investment partner — had their pilots upgrade to the latest DJI tech. This made it possible for different pilots on various jobs and assignments to produce consistent, equivalent data, countrywide.

DroneBase enterprise customers now spend no more than 5 minutes outlining their property or worksite and get drone imagery and data from DroneBase anywhere in the US and 25 other countries in under a week for less than $500 USD.

Due to DroneBase’s consistently high quality, competitive prices and fast turnaround, Keller Williams viewed DroneBase as the best option to provide drone services across Keller Williams’ entire network.
RESULTS:

Keller Williams announced their partnership with DroneBase in February 2016. Keller Williams integrated DroneBase services directly onto their agent dashboard, giving Keller Williams’ Associates a ‘one-click’ access to drone videos at preferred pricing with one-week turnaround times.

Since its rollout, DroneBase has been championed by the highest-producing teams throughout Keller Williams Luxury, Commercial, Video and Farm & Ranch divisions. Keller Williams agents report that their properties close faster than ever before, as well as, generating more interest when they use DJI-DroneBase aerial images and video.

By optimizing DJI’s latest products with the DroneBase platform, agents now get high-quality aerial images that are not only easy to view and share, but which allows them to get back to doing what they do best, selling homes.

PARTNER:

DRONE BASE

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