



# Aer Alpha Ltd

## Property case study

### Desmond and Co - Estate Agents

Desmond & Co, a Plymouth-based independent estate agent, specialises in high-end properties in and around the coastal town of Falmouth. Aer Alpha was approached by Adam Pryor, Partner at Desmond & Co and manager of the Falmouth based office, after being recommended by a friend.

*"Aer Alpha were recommended to me by a friend within the industry and I'm very glad they were"*

Desmond & Co commissioned Aer Alpha to capture content of a property in Maenporth that sat on the beachfront.

Aer Alpha created 15 astonishing photos and a 1-minute promo shoot of the house using their exclusive first-person view (FPV) offering.

The content was captured, edited, and made available to Desmond & Co all in under 48 hours from the start of production.



It was the homeowner's wish that the sale of the property be kept quiet, and so this presented an exciting challenge of capturing content as subtly as possible.

Aer Alpha identified any potential problems and resolved them through correct phone calls and organising a flying time slot for the area.

# Desmond and Co - Estate Agents. Case study.

*“Andy and Larissa were helpful and friendly from the outset and the cutting edge technology their company can offer really is breathtaking”*



Leaflets of information were created informing neighbours that the content production was for personal reasons of the owner, so that the homeowner's privacy was maintained.

The owner wanted a 'James Bond' style video. Aer Alpha accommodated this by listening to and incorporating his ideas into the creation and editing stages.

Adam also wanted the footage to be landscaped so the content would have the ability to be instantly uploaded to Desmond & Co's social and digital channels.

Aer Alpha's property package includes social content and thus Adam was able to upload instant videos, reels and photos to his social channel with ease.

Content written and produced by **Callum Bentley-Ellis** on behalf of Aer Alpha Ltd.

## GET IN TOUCH!

Drones are moving fast in the world of property and quickly becoming the number one way to sell a house visually. Allowing prospective buyers a chance to see the full property and the surrounding area in seconds, giving them all the information they need.

Aer Alpha Ltd are established and trusted by estate agents around Cornwall to capture affordable content of properties in all locations and situations.

To find out more on how they can help you sell the properties on your books, get in touch with the team today.

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