



## CASE STUDY

# Drone Photography

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35 Stoneham Road, Attadale

**This property was originally marketed by another agent. However, the agent received no offers in 90 days after spending \$5000 of the seller's money on marketing.**

As a result, Bourkes was asked to take over the marketing of this property.

We analysed the previous agent's campaign and realised we should re-photograph the property to show the home's city and river views, given its amazing location.

The back of the home provided these amazing views, but buyers didn't know this when they arrived at the property and looked at the signboard.

We decided to use a drone to capture these images and arranged drone photography of the property for a small fee.

Subsequently, the home sold for \$2.2 million in only 14 days.