

# The Legal Use of Drone



Federal Aviation  
Administration  
FAADroneZone

Flying with an unregistered drone or without a remote pilot certification is serious business. Drone operators could face civil penalties of up to \$27,500 and criminal penalties with fines of up to \$250,000 and/or three years in prison for unregistered drones. *May 17, 2024*

Source: <https://faadronezone-access.faa.gov/#/>

In North Carolina, using an unmanned aircraft system (UAS) in violation of state law is a Class 1 misdemeanor and can result in a \$500 fine. The state may also confiscate the drone



NORTH CAROLINA  
Department of Transportation

## Common Drone Operation Errors

- According to Part 107, no person may operate a small unmanned aircraft over a human being unless that human being is: (a) Directly participating in the operation of the small unmanned aircraft; or (b) Located under a covered structure or inside a stationary vehicle that can provide reasonable protection from a falling small unmanned aircraft.
- A recreational pilot is anyone who operates a drone solely for fun. If your drone is used for any other purpose, even taking photos of your own home so you can sell it yourself, you need a license.
- Flying a Drone that is not registered with the FAA is against FAA regulations.
- Operating a drone for commercial purposes without a license can result in Federal civil penalties of up to \$1,100 (per occurrence) from the FAA. Hiring an unlicensed someone without an FAA license may result in \$11,000 fine per occurrence. Ignorance is not a defense for this either; as the FAA puts the burden of verification squarely on the shoulders of the client.



FAA Licensed Remote Pilot  
Certification Nuber: 4392137

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# Heritage Productions WNC Aerial Imagery



Using a drone in your real estate marketing allows you to highlight the property: the landscape, outdoor features, and location, which we all know, in real estate, its all about location.

Technology is important to many homebuyers, and by incorporating your knowledge of it into your listing, millennials especially may be all the more interested

According to the MLS, **homes displayed with aerial shots are 68% more likely to sell.\*** If your listing clients understood the above, would they want, or demand, aerial images?

\* Source: Benefits of Using Drones in Real Estate Marketing(link is external) (The Drone Life, Mar. 29, 2023)



# Drone Photography in Support of Real Estate

**To Conduct  
Roof and  
Home  
Inspections**



**To Display the Home**



**To Help  
Illustrate Lot Lines**



**To Show Home Positioning Within a  
Development**



# Drone Photography in Support of Real Estate

**To Support the  
Client's  
Construction  
Effort.**



**To Provide a  
Visual of the  
View from the  
Land or Home  
For Sale.**



**To Show the  
the View of a  
Home You  
Cannot  
Otherwise See.**

