

TECHNOLOGY

# Real estate broker utilizes drone technology to market properties



SUBMITTED PHOTO

Joseph Mustich of the Cornet Mustich Group has begun to use drone technology to market the real estate brokerage's property listings. Pictured is a 26-acre Bridgewater property with a 1918 home and a tobacco barn.

For the general public, Realtor.com was founded in 1996, and reflected the listings on the MLS, adding to consumers' knowledge in researching properties for sale. Websites such as Zillow and Trulia followed. Mustich cautions, however, that using such websites to estimate the value of a property can be risky. A property that seems to be in a highly desirable area can be affected by many factors, such as the municipality it's in, taxes, history of ownership and neighboring properties.

"Real estate is a lot like dating," Mustich says. "People can decide from the curb whether they like a property or not, exactly like when you meet a person for the first time. If there's no chemistry, there's no sale."

And that's where Mustich's real estate expertise comes into play.

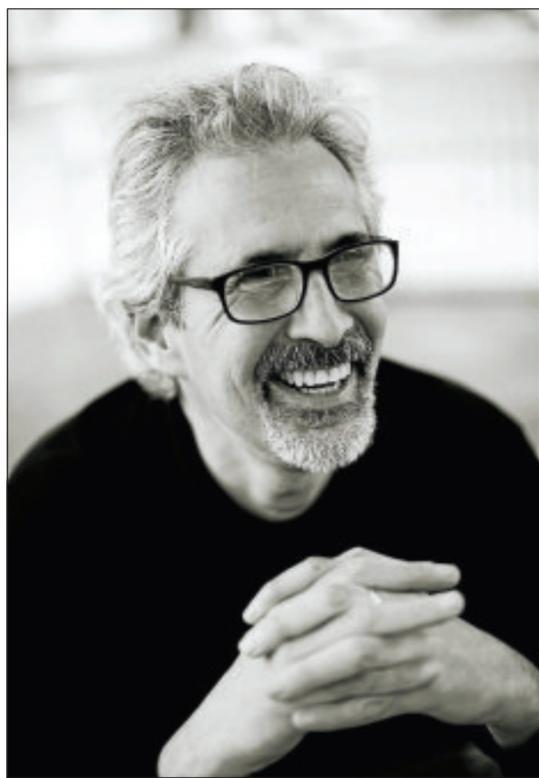
"A client might not like a house on the outside, but the Realtor knows what's inside and can urge them to take a look anyway, particularly if it fulfills all their needs," he said.

Mustich feels that utilizing newer technology such as drones can only help a client by informing them to make a better choice as to whether they want a property. "Using a drone, you can easily see the area surrounding a home, where the property is situated and the neighborhood it's in," he said.

Mustich used his first drone, piloted by private pilot Tyler Stevens, to photograph a 26-acre Bridgewater listing with a 1918 house and a tobacco barn. From the shots taken, you can readily determine where the home and barn sit on the property, the general terrain and any water features.

"When you buy a property, you're buying into a community. Getting a different perspective adds to the buyer's knowledge, and that is never a bad thing," Mustich said.

The Cornet Mustich Group is located in Washington and may be reached at 860-367-9418.



CONTRIBUTED PHOTO

Joseph Mustich

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**WASHINGTON** » Technology changes daily, it seems, and one local real estate broker is taking advantage of that fact by using drones to market his properties for sale. Joseph Mustich, of the Cornet Mustich Group is experimenting with aerial photography from a drone to provide a unique perspective of the properties he markets.

In the history of marketing properties, there have been many tools available to sell a home or land.

According to the U.S. National Association of Realtors, "In the late 1800s, real estate brokers regularly gathered at the offices of their local associations to share information about properties they were trying to sell. They agreed to compensate other brokers who helped sell those properties, and

the first MLS was born, based on a fundamental principle that's unique to organized real estate: Help me sell my inventory and I'll help you sell yours."

According to Mustich, up until the advent of computers, Realtors relied on these regular meetings and also relied on printed materials to publicize their listings. These included soft-cover books of listings, and most importantly, the classified ad. Newspapers would devote entire sections to real estate advertising, with large, costly print ads brimming with photos and brief descriptions, and long columns of individual listings.

Realtors would also often research property transfers recorded in town records. For instance, if there was a recent property transfer due to a death in the family, a Realtor might offer to market the property if he or she knew the survivor might not be equipped to keep up with the costs of maintaining

the home or land.

Mustich also credits the use of the fax machine with revolutionizing real estate sales, a technology which has existed since 1843. It was not until 1964 however, when Xerox Corporation invented the first commercial version of today's fax machine, which operates through telephone lines and greatly improved communications between brokerages. It was now much easier to share listings with other brokers and fulfill customers' needs.

This was the standard of marketing properties until well into the 1990s, when, with the advent of a reliable internet and personal computers became a must for businesses, and began filtering down into households. The Multiple Listing Service became digitized and the business of real estate brokerage changed forever. Brokers and salespeople could now view all the details of a property in one place, with multiple photos.

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