

Drone Service Pricing Models: Hourly vs. Package

1. Hourly Pricing Model

- Best for ongoing work or unpredictable scope
- Start with your hourly cost, then add margin

Example: \$60-\$100/hour based on location and skill

2. Package Pricing Model

- Best for real estate, marketing, and events
- Easier to sell outcomes and value

Example: Real Estate Aerial Package

- 15 edited drone photos
- 60-second aerial video
- 24-hour turnaround
- Usage rights included

Total Price: \$300-\$400

3. When to Use Each Model

- Hourly: Inspections, construction monitoring, small jobs
- Package: Listings, weddings, brand campaigns

4. Smart Pricing Tips

- Offer 2-3 tiers: Basic, Standard, Premium
- Include upsells like faster delivery or longer video cuts
- Use 'starting at' language to manage expectations
- Revisit pricing regularly as your skills grow