

BREVET DE TECHNICIEN SUPÉRIEUR
PROFESSIONS IMMOBILIERES

ÉPREUVE E 2 : ANGLAIS

SESSION 2015

Durée : 2 heures

Coefficient : 2

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**La clarté des raisonnements et la qualité de la rédaction interviendront
dans l'appréciation des copies**

IMPORTANT

**Ce sujet comporte 3 pages numérotées de 1/3 à 3/3.
Assurez-vous qu'il est complet ; s'il est incomplet, veuillez le signaler
au surveillant de la salle qui vous en remettra un autre exemplaire**

BTS PROFESSIONS IMMOBILIERES	Session 2015
Epreuve E2 : ANGLAIS	CODE : 15PIE2LVE-ANG
	Page 1 sur 3

TEXT 1: How Real Estate Companies Use Drones

Iowa Realty agent Chris Albright generally starts by launching his drone a few houses away and flying toward the home he's selling. "I like to give people the experience of driving home," he said.

5 He then steers the drone to circle the home and show off any features in the neighborhood.

"I try to look for different perspectives so potential buyers can look at the whole home site: How close to a park are you? How close are you to a school?" he said.

10 Drone footage is more common among real estate agents selling mansions and homes with several acres, but footage shot from the sky also can help market starter homes and townhouses, Albright said.

And it's more than a gimmick, he said. Online metrics show home shoppers will stay on a listing page longer if it has drone footage, and listings with drone footage receive more inquires.

15 It may seem like boring stuff to the average YouTube surfer, but to an investor looking to spend millions on a commercial development, the local traffic, the quality of the building and the shape of neighboring developments can help sell a property.

20 "For somebody sitting in Atlanta, Georgia, making that decision about an investment, it's important to be able to show them just how quickly some of these markets are expanding," said an estate agent.

"To get someone to take a second look at a property on YouTube, for us, that could be the difference between selling the property and not," he said.

25 McNeil said he crashed the drone a few times earlier in the spring but quickly got the hang of it.¹ "Flying it's easy," ² he said. "I think it's something anybody could pick up"

Joel Aschbrenner, *The Des Moines Register*, July 5, 2014

1. Got the hang of it = learnt how to use (the machine)

2. Flying it's easy = flying it is easy

TEXT 2: Is someone taking pictures of your house?

The use of the camera-equipped drones has angered Sydney residents who claim the real estate agents are invading homeowners' privacy.

5 A woman in Mosman, in Sydney's northern suburbs, phoned police last week after seeing a mini helicopter drone outside the kitchen window of her top floor apartment. She was told it was a real estate agent's drone who was 'scoping for properties'.

'I got a shock. [...] What are they looking at? What are they scoping for? It's crazy, the woman, who didn't want to be named, told the Mosman Daily.

10 Police investigating found the real estate agent in question had the appropriate papers to fly the drone and had not committed an offence.

The practice of real estate agents flying drones to take advertising photos of properties is legal as long as the operator has approval.

Emily Crane, *The Daily Mail*, July 10, 2014 (428 mots)

BTS PROFESSIONS IMMOBILIERES		Session 2015
Epreuve E2 : ANGLAIS	CODE : 15PIE2LVE-ANG	Page 2 sur 3

I – COMPREHENSION

10 points

Après avoir lu attentivement les deux articles ci-dessus, vous en ferez une synthèse en dégagant les idées essentielles en français. (140 mots maximum)

II – EXPRESSION

10 points

Vous traiterez en anglais le sujet suivant. Vous rédigerez votre réponse en 200 mots (+/- 10%).

You are a young estate agent in London and you work for John Smith Estate Agents. Your company has just invested in a drone. As part of your online advertising campaign, write an article explaining the advantages for your potential clients and showing how people's privacy will be respected.

BTS PROFESSIONS IMMOBILIERES		Session 2015
Epreuve E2 : ANGLAIS	CODE : 15PIE2LVE-ANG	Page 3 sur 3