



# Photography Guide

Presentation is EVERYTHING.

A well-presented car undoubtedly yields more money to your pocket.

Great photos can be taken with a professional camera or a smart phone. With this guide you will do just fine.



## **Step 1: Prep**

Start with a clean car. Please remove everything from the trunk and interior. We suggest you remove your license plates too. The car doesn't have to be professionally detailed but it should be as clean as possible.



## **Step 2: Light & Location**

Shoot the car outside, under the right light, in the right location. The right light means shade, overcast, or late afternoon sunlight.

The right location means a quiet, uncluttered area, free from visual distractions like parked cars, dumpsters or picnickers. Sell the car, not the background.

Before we start, check all 4 corners of the of camera display- see any telephone poles or other distractions? If so, it may be best to change locations.



### **Step 3: Exterior**

Point your camera or phone in a horizontal orientation for all photos.

Position the car against an uncluttered background ideally with sun/ light behind you.

Start with the driver's side of the car about 12ft away, leaving space for cropping on both sides. Bend your knees- align your camera **STRAIGHT** with the door handle/ belt line.

Circle the car 360 degrees taking photos as you step. Alternatively, reposition the car with the camera still to keep the same backdrop and lighting.

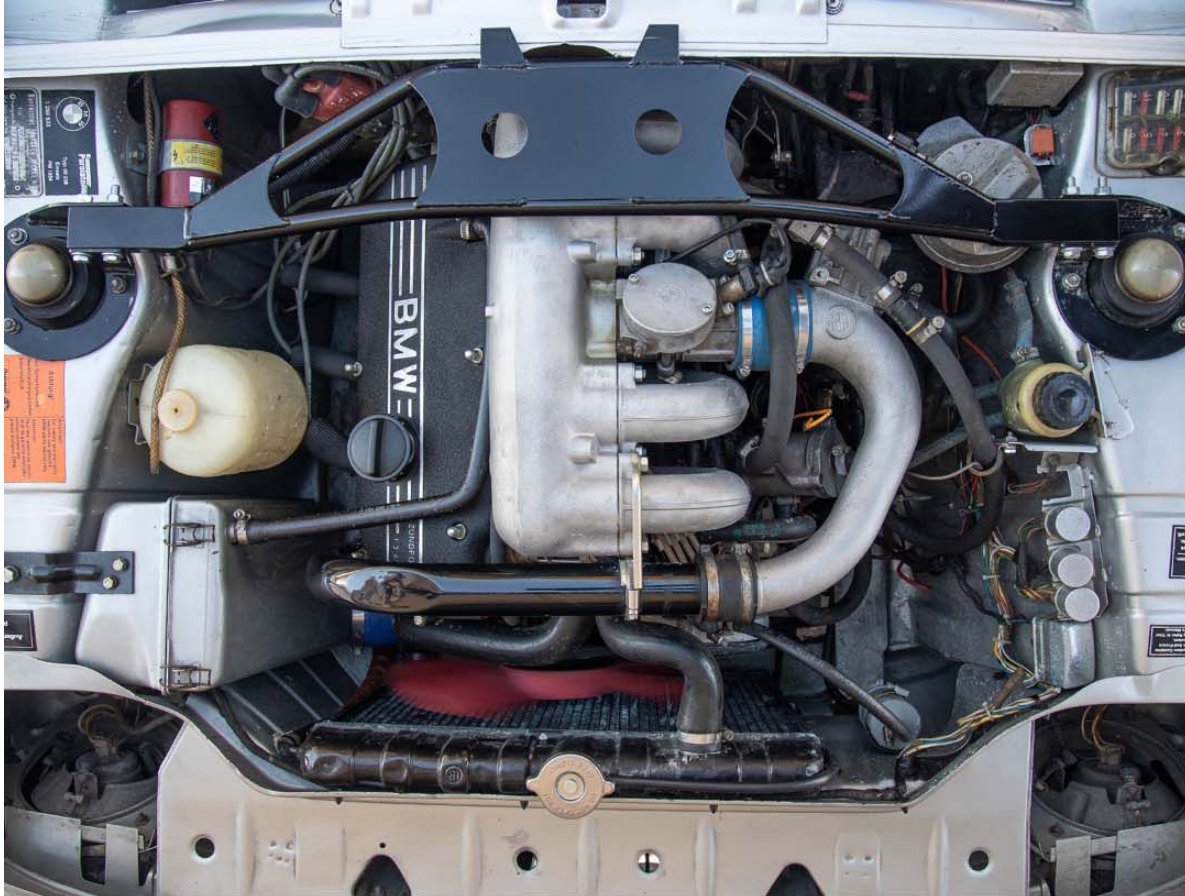


## **Step 4: Interior**

Start with a clean car. Point your camera or phone in a horizontal orientation for all photos.

Straighten your steering wheel. Begin with the driver's side of the car's interior and shoot overview shots- then do the same on the passenger side.

Get the details; steering wheel, pedals, gauges, odometer, radio and other controls as well as optional equipment.



## **Step 5: Engine & Drivetrain**

Point your camera or phone in a horizontal orientation for all photos.

Open the hood and first, ensure the compartment is free of leaves, debris and other distractions.

Photograph the engine compartment from above and from each side getting as much of the compartment as possible.

Get the details; carburetors, cables, valve covers, engine stampings, chassis stampings, stickers. .



## **Step 6: Underside**

Point your camera or phone in a horizontal orientation for all photos.

Using a lift, jack stands or ramp are ideal but if not available, laying on the ground and pointing the camera up will suffice. Shoot from the front to the back.



## **Step 7: Rust, Dents & Scratches**

Get it all. A transparent listing is a successful listing.





## **Step 8: Accessories, Records, and Title**

For service records, lay out the documents like a fan in front of you and take one shot from above. Try to block out personal information before taking the photo.

Window sticker, spare keys, manuals- capture all that is included with the sale.

Please include a copy of the vehicle's title both front and back. This is not publicly posted but kept in our records.

# Shot List (1/2)

Reference this list while shooting to ensure you capture each angle



## Exterior

- Front facing straight
- Drivers side front  $\frac{3}{4}$
- Drivers side profile
- Drivers side rear  $\frac{3}{4}$
- Rear facing straight
- Passenger side rear  $\frac{3}{4}$
- Passenger side profile
- Passenger side front  $\frac{3}{4}$
- Fender detail, LH & RH
- Profile detail, LH & RH
- Quarter detail, LH & RH
- Emblems
- Glass & Trim
- Lights on & off
- Wheels & wheel wells
- Stickers & Tags
- Tools
- Accessories
- Convertible top up & down
- Tonneau on & off
- Hardtop on & off
- Beauty Shots

## Shot List (2/2)



### Interior

- Drivers side seats
- Drivers side dash
- Passengers side seats
- Passengers side dash
- Steering wheel
- Gauges & Odometer (current reading)
- Radio
- Carpets
- Floor under carpets if possible
- Trunk
- Spare Tire

### Everything Else

- Front facing engine bay
- Left side engine bay
- Right side engine bay
- Engine bay details
- Front facing underside
- Left side underside
- Right side underside
- Rear facing underside
- Tool kits
- Code Tags/ stampings
- Service records
- Accessories
- Title or Certif. of Registration