

*Trade Classics*  
**PHOTOGRAPHY GUIDE**

# Introduction

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**This guide will show you how to photograph your car increasing its potential to sell.**

Getting this right is important as 8/10 buyers do not feel the need to visit if they can see every area / angle of the vehicle.

Please take your time and follow this guide methodically. We promise it will pay off, as good quality images build buyer confidence resulting in more money back to you.

Your thoroughness here will also help us to write an accurate description of the car which will lead to a smooth sale.

## Preparation is Key

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1. Properly clean the exterior and interior.
2. A good background is key - find a local beauty spot if you can.
3. Try to avoid heavy sunlight - a dry / cloudy day is perfect.
4. Find all paperwork and sort into date order.

## Phone Call Away

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If you need any help during the shoot then just call us during office hours on 01926 426 635.

# Whole Car Shots

These are very important as buyers want to see the whole car before moving onto close up shots.



## Tips for getting it right:

- Find a local place that will show the car off.
- Stand far back - notice gaps either side.
- Hold the phone landscape (not portrait).
- Walk around the car taking a shot at every hour marker.



# Beautiful Details

These pictures pick out what makes your car feel special and build an emotional connection with the buyer - *heart decision*.



## Tips for getting it right:

- Find design areas you like and photograph close up.
- Cover the exterior, interior and engine.
- Take about 20 pictures including a wheel, badges, lights etc.

# Exterior

These pictures show the buyers the condition of the exterior in detail.

**Whole Panel** - stand back and take **3 whole shots** of every panel on the car **filling the screen** at the angles shown below.



**Close Up** - now move in closer to **around 18in away** and take at least **6 shots** per panel.



## Tips for getting it right:

- Keep at arm's distance from the car.
- Cover wings, doors, bonnet, boot, roof & windows.
- Don't be shy, snap away - we will pick the best pictures!

# Interior

Start with a full shot looking before covering all areas / headlining.



## Tips for getting it right:

- Lift up and photograph under carpets if you can.
- Cover everything including the bottom of doors.
- Doors (frame & cards), seats & carpets, steering wheel, dashboard & centre console.
- Don't forget to photograph the headlining.

# Key Areas

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## Engine Bay

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## Boot

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## Wheels and Tyres

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### Tips for getting it right:

- Take pictures of the head of the engine and other key elements.
- Lift the boot carpet or floor if you can to photo underneath.
- Don't worry about taking too many photographs.

# Underside

These photographs will vastly reduce the need for buyers to visit.



## Tips for getting it right:

- Use something to kneel on e.g. an old carpet.
- Take photos from under each side of the vehicle.
- Keep the camera level and in landscape mode.

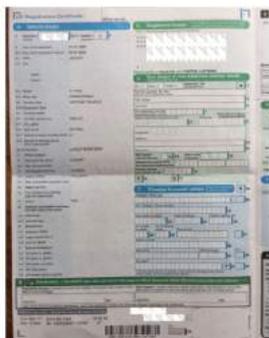
# Paperwork & Extras

Finally take pictures of the identification and history file.

## VIN Plate, Chassis and Engine Stamps



## Documents (V5, Service Book, Invoices, MOTs etc)



## Accessories & Tools

