

Photo Guide

Photos are the most important part of advertising your assets! And the more photos you have, the better!

Here are a few tips to follow when taking photos for advertisements.

1. Take the photos horizontally and leave extra room all around the item you are picturing, never cut it off! You can always crop a photo later.
2. Take a photo of all 4 corners, so buyers who are interested can see a 360° view of the item. We suggest going off a 45° angle from each corner. Take interior photos as well! Mileage, hour meter, the dash board, and serial numbers are key interests to prospective buyers.
3. Weather - blue skies and sunshine look the best! Be sure to have the sunshine behind you.
4. If possible, place the equipment in an area with a clutter free background.

Example #1



Example #2

