

HAMMER PRICE

ONLINE AUTOMOTIVE AUCTION

PHOTO GUIDE



PRESENTATION IS KEY

When it comes to maximising the chances of selling your vehicle, presentation is key.

The images that accompany your auction listing need to provide potential buyers with the ability to see every detail, and the confidence to know exactly what they're bidding on.

Our aim is to create the most transparent and accurate listings for all of our auctions, including any imperfections that may exist. There's no limit on the amount of photos we'll add to each listing, so the more you can provide the better.

Our 10 simple steps and checklist will help you to produce the best images for your vehicle. We know that not everyone has a high quality or professional camera available, so this guide has been built around using your smart phone. Where possible always try to take the photos in a landscape format.

We're always here to help. If you would prefer a professional photographer to take the images for you, please let us know and we can help to arrange this at a competitive rate.

KEY STEPS

1 - ENSURE YOUR VEHICLE IS CLEAN

Start with a deep clean of the interior ensuring its free from clutter and rubbish, then give it a thorough Hoover and wipe down. After that focus on the exterior including the windows, wheels and tyres. We suggest a good shampoo wash, dry and wax.

2 - GET OUTDOORS

Cars look at their best when photographed outside, rather than under artificial lights. Always wait for some clear weather as images in the rain won't be acceptable.

3 - GOLDEN HOUR

To get the best outdoor light, we always recommend trying to take your photos during the 'golden hour', an hour after sunrise or an hour before sunset. During this time the light is less harsh.

4 - LOCATION

Your car needs to be the main focus of the photos, so the background should not be distracting - the simpler the better. An empty road/lane, park or rural setting is an ideal location. We recommend you avoid taking the photos at your house or driveway.

KEY STEPS

5 - EXTERIOR

First start on the driver's side. Stand back far enough so you're capturing the car end to end with space either side.

Next move on to the passenger side, each of the corner angles of the car, as well as taking shots head on of the front and rear. You should now have a full 360 degree series of shots of the exterior of the car.

If you want to keep the light consistent throughout, you can try remaining in the same position and when you need a different angle move the car instead of yourself.

6 - INTERIOR

There's lots going on in a car's interior, so it's important to slowly capture it bit by bit. Open the driver's door and then position yourself so you're capturing the seats, steering wheel and dash. Focus on the detail ensuring you don't leave anything out.

Then move more closely into what the dash is displaying - dials, mileage, digital screens etc. You can then capture the footwell and pedals. When you're confident you've captured everything on the driver's side, move over to the front passenger side. Again take photos of the footwell, the inside of the door, handles, glove box, and any detail you think is relevant.

Finally you can move into the rear of the car and capture the details for the remaining passenger areas.

KEY STEPS

7 - ENGINE & BOOT

Make sure the engine bay is clean and free from any debris such as leaves and twigs etc. The first photo should be from above capturing the entire engine, and then from each side. After that you can move closer and focus on the details, similar to the interior shots. As you move in closer be sure to capture the small details like engine stamps, unique markings and anything else you might think a potential buyer may be interested in.

You can then move on to the boot. Make sure there's sufficient light in the boot so the photos are clear. Capture the full area and each side of the boot including any storage before lifting the floor area to reveal the spare wheel and tools.

8 - VIDEO

Once you've taken all of the photos we highly recommend capturing a short video. This will help to provide potential bidders with the full viewing experience.

Sitting in the drivers seat you can begin filming whilst capturing the dash and steering wheel area. Start the engine, and ensure that all the dials and digital screens are filmed before stepping outside. Continue to film the car whilst slowly walking 360° until you return to the drivers door.

KEY STEPS

9 - DOCUMENTATION

Please photograph any documentation relating to your vehicle including service history, additional work or modifications that have been carried out and even manuals that will be sold with the car. We will block out any personal information within the photos.

Please also photograph your registration documents or log book. This won't be posted with the listing, but we will need to review it during our due diligence checks.

10 - HONESTY

As mentioned earlier, our aim is to create the most transparent and accurate listings for all of our auctions. To achieve this we need you to provide honest and accurate images, and the detail that you would want to know or see if you were purchasing the car.



PHOTO CHECKLIST

Please use our checklist to help guide you through the process of photographing your car. This list isn't exhaustive and some won't be applicable for you, so please feel free to provide any additional photos - the more we have to use the better.

EXTERIOR ✓

Driver side view	
Driver side ¾ front view	
Driver side ¾ rear view	
Passenger side view	
Passenger side ¾ front view	
Passenger side ¾ rear view	
Head on front view	
Head on rear view	
Wheel arches front/rear/left/right	
Underside front/rear/left/right	
Badges	
Exterior Trim	
4x Wheels & Tyres	
Any exterior problem areas	

INTERIOR ✓

Driver side seat	
Passenger side seat	
Seat details stitching/badges	
Steering Wheel	
Driver side dash	
Dash dials	
Dash digital screens	
Centre console and gearstick	
Passenger side dash	
Glove box open/closed	
Driver side door card/trim	
Passenger side door card/trim	
Driver side footwell and pedals	
Passenger side footwell	
Rear passenger seats	
Rear passenger door cards/trim	
Rear passenger footwells	
Any interior problem areas	

ENGINE & BOOT ✓

Engine	
Engine bay	
Driver side engine bay	
Passenger side engine bay	
Engine underside	
Engine details	
Boot open	
Driver boot side	
Passenger boot side	
Boot open without carpets	
Boot with spare wheel/tools	
Any engine or boot problem areas	

DOCUMENTATION ✓

Service book/history	
Handbooks/Manuals	
Additional documentation/modifications	
Registration document/logbook	