

# MARQUED

## Photo Tips & Checklist

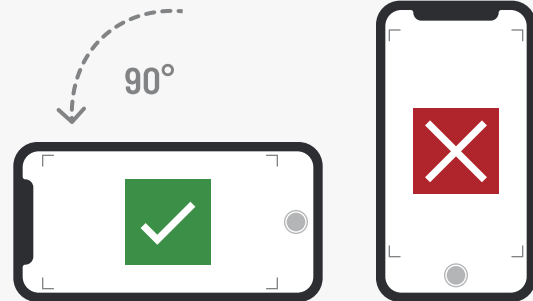
Print and take with you!

### Why Are Good Photos Important?

- Good photos will get your vehicle more interest and bids. Photos are the first thing that buyers look at.
- A complete photo gallery provides confidence about your vehicle's overall condition.
- Bidders can't always come to see your vehicle in-person, so photos are what they rely on.

#### Taking Photos With Your Phone?

Please take all photos with your phone turned sideways (landscape orientation).



#### Need To Block Out Information On Your Documents Or License Plate?

Make sure to print page 7, cut out what you need, and place it over the area prior to taking a photo.

## First Step: Photo Tips

### I. Clean Your Vehicle

- A clean vehicle is more appealing, and will get more attention and bids.
- We recommend cleaning the exterior, interior, trunk, and the engine bay (if possible).
- Remove any personal belongings from the vehicle, so that each picture is uncluttered.



### II. Choose Your Location

- Photos free of clutter or other vehicles will make your vehicle stand out. A cluttered background will distract bidders. Keep bidders focused on your vehicle, not what's behind or in front of it.
- Outdoor locations with open, natural backgrounds work well. If there's a park nearby, it's worth the trip.

### III. Lighting is Important

- We recommend taking photos outdoors during the day, so that your vehicle appears bright.
- An open, evenly-shaded area is ideal. Taking photos in the afternoon can help with finding good shade.
- If shooting in bright sun, ensure that the sun is behind you. Shooting toward the sun causes glare.





## IV. Frame the Shot

- Don't shoot from too far away, bidders want to see the details of your vehicle.
- For exterior pictures, ensure that the entire car is centered and in the shot.
- Reminder: if using a phone, turn it sideways (landscape orientation) for every shot.

## Second Step: Photo Checklist

### 1. Exterior

Walk around the exterior in a full 360°, taking a photo from each angle at a consistent distance to ensure the entire vehicle is in each shot. Then make a second pass from closer up to show each body panel or interesting details.

EXAMPLE:





## 2. Exterior Details & Flaws

Make sure to take clear photos of any flaws like dings, scratches, or rust.

EXAMPLE:



## 3. Wheels & Tires

Take a photo of each wheel from straight-on, ensuring that the entire tire is also in the shot. If there are flaws on the wheels such as curb marks, take photos of those, too.

EXAMPLE:



## 4. Interior

Take photos of the entire interior, including each seat, the dashboard, gauges, odometer reading, the shifter area, the headliner, carpeting/trim, and the trunk compartment.

If there are flaws (worn upholstery, stains, etc.), make sure to show them.

EXAMPLE:





## 5. Engine Bay

Take several photos of the entire engine bay from multiple angles. Also include closeups of interesting details, along with any factory decals/stickers.

EXAMPLE:



## 6. Underside

If you do not have access to a vehicle lift, take multiple photos with a flash from underneath the front bumper facing toward the rear, the rear bumper facing toward the front, and from under both sides of the vehicle.

If rust is present, take additional shots of the affected area(s).

EXAMPLE:



## 7. Labels & VIN Stickers

Bidders want to see any factory labels such as VIN tags, emissions stickers, VIN labels on original body panels, etc. If you see a label, take a clear photo of it.

EXAMPLE:



## 8. Included Items

If you're including items such as owner's manuals or spare parts, take photos of them to show bidders.

EXAMPLE:



## 9. Documentation

Block out anyone's personal information such as their **name**, **address**, **phone number**, and **email address**. Next, take a few photos with all of the receipts/records spread out on a table or floor, plus full-page photos of any recent/major work so that bidders can read them individually.

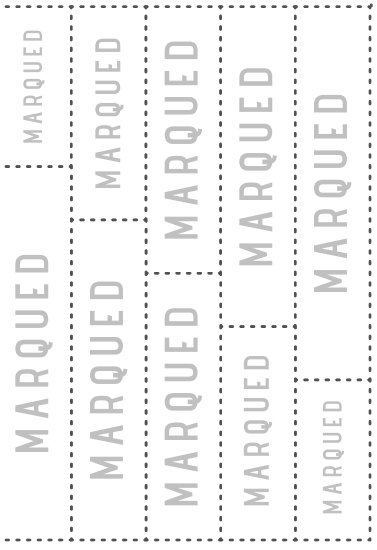
- Use pages 7-8 to print our documentation and license plate blockers!

EXAMPLE:



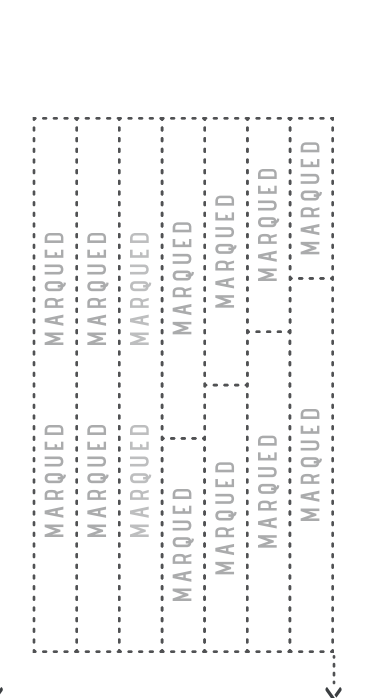
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**PRIVACY MATTERS**

Print this page and cut out the bottom portions to cover up personal info on your documentation photos. The license plate cover above can be used while taking vehicle exterior photos





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