



SHOOT TO SELL

Great ads include great photos and lots of them. Use this helpful checklist to make sure you capture the visual aspects of what you are selling. Make sure to get close ups of any scratches, dings or dents that you feel you would want to know about up front if you were buying. This will eliminate unwelcome surprises from your test drive and shorten your sales cycle. If need be you can always include an explanation in the description section of your ad, too. Also don't worry about showing your license plate in your photos. People see it every day everywhere you drive.

JUST FOCUS ON GETTING GREAT SHOTS AND HAVE FUN!

EXTERIOR

- FRONT OF THE CAR, HOOD CLOSED**
TIP: Consider taking two pictures one with the headlights off and one with them on to show them in working condition.
- ENGINE SHOT, HOOD OPEN**
TIP: A clean engine looks well cared for. Follow cleaning instructions in our book to learn how!
- DRIVERS SIDE, DOOR CLOSED** **DRIVERS SIDE, DOOR OPEN**
TIP: These shots will help your buyer imagine where they will be sitting!
- BACK WITH TRUNK CLOSED**
TIP: Have someone step on the brake to illuminate the lights. This will show that all bulbs are in working and bring your car to life.
- TRUNK SHOT**
TIP: You might want to consider showing an empty trunk as well as a trunk with golf clubs, a few grocery bags or luggage so your buyer can get a sense of how spacious it is.
- PASSENGER SIDE, WITH DOOR CLOSED** **PASSENGER SIDE WITH DOOR OPEN**
- TIRES**
TIP: Make sure to include any information about your tires that you think would be important to your buyer. New tires are a great selling feature.
- LICENSE TABS**
TIP: If tabs are new, make sure to shoot them and mention them in your description. If tabs are close to expiring, you can always use the cost of them in your negotiations or just replace them as a benefit to your buyer.

INTERIOR

- CLOSE UP OF THE DRIVER SEAT**
TIP: Take this as a close up so they can see that where they will be sitting is in good condition. If you have power seats be sure to shoot the control panel!
- CENTER CONSOLE**
TIP: Take this shot by sitting in the backseat and shooting from up high. This will make the console area look more spacious and inviting.
TIP: Be sure to capture the cup holders. This little detail is a very important aspect to many car buyers.
- FRONT SEAT AREA**
TIP: Sit in the back seat and take a shot with your elbows up high pointing downward of the front cab area. Shoot it so that the front cab area looks as spacious as possible.
- BACK SEAT AREA**
TIP: This time sit in the front seat and take a photograph of the back seat area. If you have a middle console and/or back seat cup holders be sure to take a separate photo of them as well.
- DASHBOARD**
TIP: Start your engine to display your dashboard. It never hurts to have a full tank of gas for this important photo!
- ODOMETER ONLY**
TIP: This will prove that the mileage is as you have stated. Be thinking of all the places you have been in this car, resurrect good memories or a funny story so that you can include it in your description.
- GLOVE BOX OPEN**
- FLOOR OF THE BACK SEAT** **FLOOR OF THE FRONT SEAT**

For more tips and advice please visit the [CARSOUP.COM SELL](#) section found on our homepage.

We have been helping people sell for over 16 years and are here to help you sell too!

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Here to Help Series



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