

SELL YOUR TRUCK GUIDE TO PHOTOGRAPHING YOUR TRUCK

Because most potential buyers will not have the opportunity to see your truck in person, it is important that you provide a minimum of 12 pictures in your listing, additional pictures are recommended. People will buy a used truck without driving it, **but not without seeing it**. Photos are used and have been proven very effective to provide a virtual walk around for buyers to look at. Current photographs are required.

Why are photos important?

- Multiple photos will make your listing more attractive and effective
- Because photos speak for themselves, buyers are likely to have fewer questions
- Photos provide buyers with added confidence

Good Example Pictures of Different Angles of Truck, Vacuum Pump and Interior of Cab



Photos should be taken from several vantage points:

- Exterior of truck: all four sides with entire truck in picture frame
- Interior of cab to show condition of seats, floor and dashboard
- Engine: pictures of both sides of engine
- Odometer: pictures showing milage, engine hours, and PTO and blower hours
- Close-ups of any damage: dings, dents, stains, rust, or other damage

Photographing Your Truck:

Generally, trucks listed with good photos receive more interest and sell for higher prices and faster than those with poor quality photos. Here are some tips for your listing.

Exterior Photos (Landscape Pictures):

Provide potential buyers with a direct full exterior view of your vehicle. Take "Landscape" pictures of the front, back, and both sides of truck. Make sure the entire truck fits in the picture frame. Take additional close-up pictures to provide as much detail as possible.

Good Examples: Entire Truck in Picture, Images Showing, Landscape Compared to Portrait Photo



Condition or Damage Photos:

As you walk around the outside of the vehicle, check to see whether there are any other details that show the condition. In order to increase buyer confidence, take photos of any notable issues including:

- Dents, rust, interior damage, rips, tears, paint fade, and scratches
- Wheels and tire tread, sub frame
- Interior of tank, bag house, filters, and cyclones (if applicable)

Buyers should be aware of any known problems before they complete the purchase. The use of blue masking tape can be used to highlight damage, because damage is sometimes difficult to see in a digital picture it is important to point it out so the buyer is aware of it.

Interior Photos:

Make sure to photograph the seats, floor, dashboard, and any optional equipment (such as a stereo and CB radio), pictures of sleeper if applicable. Also include any items that help identify optional equipment, such as trim level and condition. Lighting is important for interior photos as shadows and poor lighting can make them difficult to see. Use of a flash for interior photos if lighting is poor.

Good Example



Good Example



Poor Example: Poor Exposure



Odometer and Equipment Hour Meters:

Take close-up photos of the odometer miles, engine hour, PTO hours, blower hours readings. Take a picture of the odometer reading with the keys in the ignition and the power turned on so the mileage appears clearly in the photo. Take pictures of hour meters on blower, water pump, boilers, etc..

Good Examples: Pictures of Miles, Engine Hours, PTO Hours



Manufacturer Identification Tag Photos:

Take close-up photos of manufacturer identification stickers inside drivers side door and on engine.

Good Examples: Pictures of Manufacturer Identification Tags



Engine Photos:

Buyers will want to know that the engine has been maintained and is in working condition. One photo of each side of the entire engine is adequate.

Good Example: Pictures of Both Sides of Engine

Poor Examples: Bad Exposure



Picture Framing:

Take landscape pictures of all four sides with the entire truck in the frame of the photograph.

Good Example: Entire Truck

Poor Example: Bad Angle



Composition:

Background should be neutral and clean, so truck is easy to see, no obstructions or people in picture.

Good Example: Clean

Poor Example: Obstructions in Picture



Lighting:

Shadows and poor lighting can make photos difficult to see online. Shadows from trees and buildings can obscure a clear view. Early morning or late afternoon light is generally best for taking photos. You should have your back to the sun and watch for shadows, including your own. Use a flash for interior and engine shots if lighting is poor. Take pictures outside and park truck away from any obstructions.

Poor Examples: Persons Shadow

Poor Example: High Sun Glare

Poor Example: Too Dark

