

SHOT PLANNING

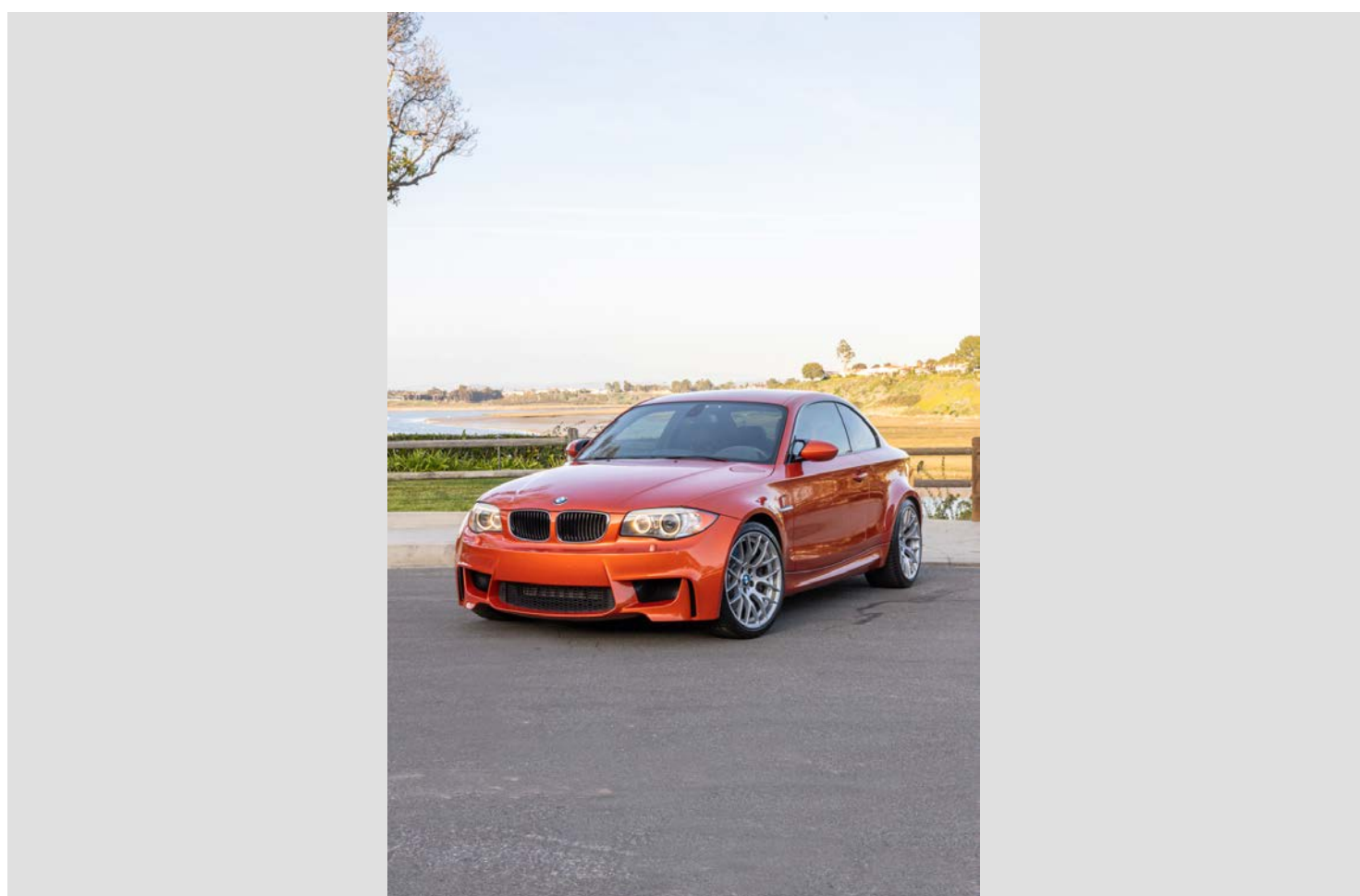
Listings should include 20-50 photos.

• TAKE HORIZONTAL PHOTOS

Upload high resolution images, ideally with a 3:2 aspect ratio.



All photos should be taken in horizontal (landscape) orientation



👉 Don't take vertical photos



👉 Don't use extra wide photo settings

• USE NATURAL LIGHTING

Proper lighting reduces sun glare and harsh shadows.



Best to shoot 2 hours before sunset



If shooting in the middle of the day, use open shade



Overcast or cloudy skies work well

• FIND A LOCATION

An uncluttered background without other cars or people.



Backroad or nature area



Side street or park



Empty industrial parking lot

• LEAVE MARGIN

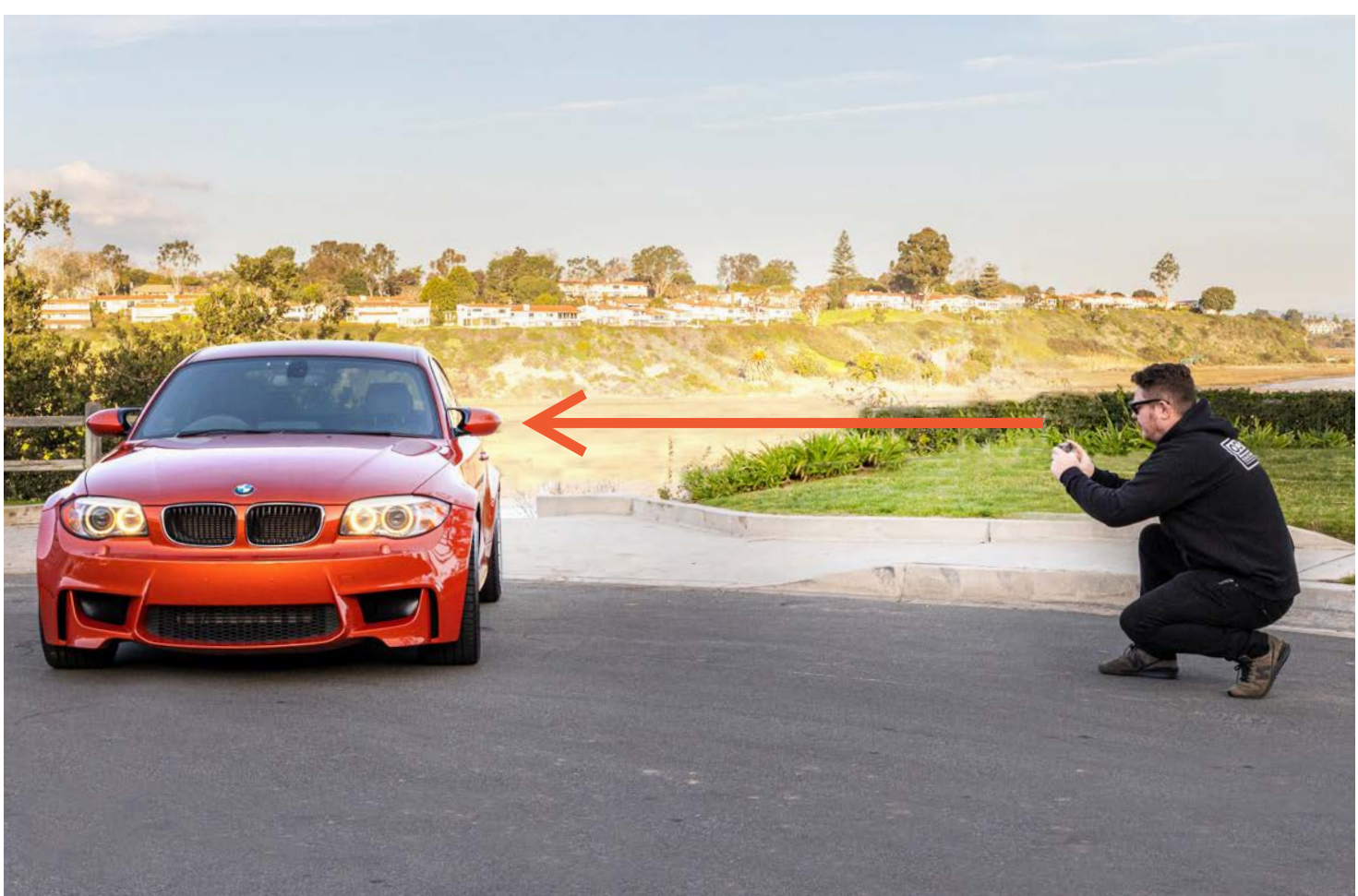
The car should only take up 75% of the photo.



You should be about 15 feet away

• SHOOT LOW

Keep your camera level with the side mirrors.



Squat down or bend a knee

THE SHOT LIST

1. EXTERIOR

Keep the wheels pointed straight ahead.



Front



Driver front quarter



Driver side



Driver rear quarter



Rear



Passenger rear quarter



Passenger side



Passenger front quarter

2. DETAILS

Capture any interesting features, dings, or scratches.



Exhaust



Wing, diffusers, or front lip



Wheels and tires



Roof and hood

3. INTERIOR

Capture the interior and any signs of wear.



Wide view from driver side



Entire dash from rear seat



Front driver and passenger seats



Rear seats

4. ENGINE & RECORDS

Clean the engine bay and gather records.



Entire engine bay from above



Close-up of modifications



VIN, stamps, or markings



Service records or dyno charts