

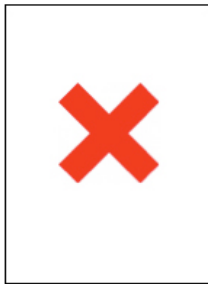


Tips for Photographing Your Truck for Best Results

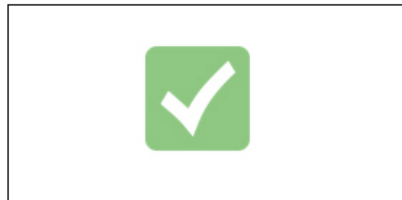
Great photos of your truck are extremely important in getting your truck sold and getting you maximum value. Please use a good quality digital camera or late model smartphone. Remember, most of our customers will not see your truck in person so their total perception of your truck will be based on the photos provided to us. Therefore, please take time to read these photo tips; doing so will greatly help the process.

1. Make sure to photograph your truck in “**Landscape Mode**” (example image below) rather than in Portrait Mode. Landscape mode is better suited for trucks and will translate best on our website, portrait style photos do not load properly on websites and result in portions of the truck being cut off.

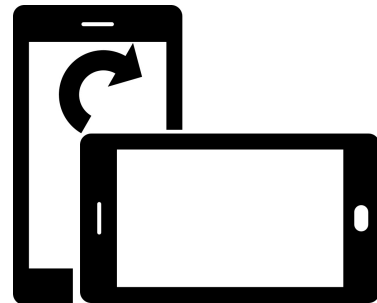
Portrait Photo



Landscape Photo



Rotate Smartphone for Landscape Mode



2. It is important to **clean your truck** prior to taking photos, potential buyers are going to form most of their opinion based on how the truck looks, if a truck is really dirty he may think it was not taken care of or abused, while a clean truck will come across as a truck that has been taken care of and maintained.

2. Photos need to be taken **outside on a bright or slightly over cast day**, photos taken inside a building or taken at dusk or after dark are never well represented due to poor lighting.

3. Photos are needed of all four sides of your truck; please make sure there are no obstructions or people in the pictures. Photos need to include the entire truck “**bumper-to-bumper**” with a little room on each side of the truck, also make sure the truck is centered and the pictures are level.

3. Photos of the interior of the cab are needed to show the overall condition of the interior, please send photos of the seats, floor, dashboard, and odometer showing the engine miles and hours. The cab should first be thoroughly cleaned and vacuumed so it looks as clean as possible.

4. Photos of components are also needed, including the engine (taken from both sides of the truck), vacuum pump or blower, control panel with close up pictures of hour meters, toolboxes, pictures of the



tires showing the tread, manufacturer identification plates or decals, door stickers showing VIN Number, GVW rating, engine make and model, and anything else you think may be important.

7. When emailing or texting photos via a smartphone please make sure to send the photos to us in their “**Original Size**” otherwise they may come across as too small of images for us to use.

Note: It is a good idea to take extra pictures incase some do not come out well, this will save you time from having to retake them, please send us all the extra pictures, **the more pictures the better.**

Below are good examples of the kind of pictures we need.



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