

PHOTOGRAPHY TIPS

GOOD PHOTOS HELP SELL YOUR CAR

When listing an automobile in any publication, in print or online, quality photographs of the vehicle go a long way. With Russo and Steele's buyers and sellers coming in from around the world, they are absolutely vital. Our goal at Russo and Steele is to sell your car for top dollar and photographs of your automobile help us do that. The more photos the better, however, typically the most important photos are: front 3/4, interior, engine bay and any unique or significant details that make your automobile special.

Sending high quality photographs is very important to ensure maximum exposure of your automobile.

QUICK TIPS

1. Please clean your automobile. Please polish tires, and any other black molding, free car of all water spots and dust, vacuum the interior, and polish the engine. These are all areas that will need to be photographed.
2. Find a closed road or a concrete/dirt area. Cars look great in front of a grassy lawn, but not on top of one. Keep them in their element.
3. Background should be clear of garbage cans, other cars (if possible), weeds, and other items that can interfere with the shot.
4. Try to reduce the amount of surrounding objects as they will reflect on the surface of the car.
5. Put the sun behind you (the photographer), this will get the best lighting for both the car and the camera. Shooting into the sun will result in dark images.
6. Make sure the ENTIRE car is in the shot on the important photos!
7. Provide your photos in the highest resolution your camera will allow. Ideally, an image size of 1200x1800 pixels or 1MB (or larger) is preferred.



Avoid areas with lots of reflections.



Make sure the entire vehicle is in the shot.



Avoid busy backgrounds in your photos.



Do not shoot your vehicle in the grass.