

Tips for a successful **photo shoot**

We invite you to follow our recommendations when shooting and uploading your photos on the **Load and Pay** platform.

2 key rules

→ Auctioning a dirty car is like shooting yourself in the foot!

Buyers do not have the opportunity to physically see your car. To put the odds in your favor, it is important that they can imagine themselves behind the wheel. And frankly, who would think about driving a dirty car?

It is therefore essential to clean your car outside and inside and to remove your personal belongings from the vehicle.

→ Choosing the right place and time to shoot is essential

If you are a car dealer, only choose to shoot inside if you have a well-lit showroom and if the vehicle for sale is the only to be visible. Do not forget that the name of your company must not appear on your pictures!

If you sell as a private person, choose places with nice backgrounds. Avoid poorly lit areas, especially underground car parks.

There is no ideal time to take your photos, although the end of the day gives good results. Make sure you have light that does not create unsightly shadows or distort the colour of your car. Finally, even if it seems obvious, avoid rainy days or a quick shoot after a car wash. Drops and streaks of water do not really enhance your car.

In practice

The vehicle presentation on Load and Pay contains a Photo section, organised into 6 categories: main photo, exterior, interior, mechanical/chassis, defects and documents. It is not mandatory to submit photos in all categories but we strongly recommend it. The more you give details, the more buyers will like it. In any case, a minimum of 30 photos is required to validate your ad.

In addition, for a smoother experience in using our viewer, we recommend that you select photos in landscape format whenever possible.



Main photo

This is the first photo visible on the Load and Pay auction listing. It should be taken as shown in the example opposite. Choose open spaces and neutral backgrounds. The star is the car! Don't play too much with creative atmospheres and don't use flash or post-processing filters. Simplicity and realism are appreciated. Also, don't frame your vehicle too closely.

Exterior

Give an overall view of the style and condition of your vehicle. Picture it from $\frac{3}{4}$ front, $\frac{3}{4}$ rear, front, rear and both sides. Don't hesitate to add photos of specific areas that may interest bidders: spoilers, exhaust, sunroof or hood, headlights... Finally, the rims should be photographed closely to appreciate their condition. And always a golden rule: only sharp photos!



Interior

Alternate between general and detailed views. For example, start with a view of the interior, from the outside, with the door open. This invites buyers to get in!

Then photograph the door panels, the front and rear upholstery, the dashboard (ideally with the odometer visible), the centre console, the sunroof if there is one. Don't forget the car trunk.

Remember that buyers like details. Some close-ups can validate the condition of an area or the presence of an option. In brief, don't skimp on the number of shots. You can always sort out the details before entering your ad.

Mechanical / Chassis

Don't neglect this category, especially for classic cars!

Having shots of the engine and the chassis is sometimes essential to trigger the bidding. Don't hesitate to add photos from the restoration of a vintage car for example.



Defects

We know you don't like this section.

However, it is probably the most important. There is no perfect car, so it is better to show why! Contrary to common belief, it is easier to sell a vehicle with a detailed list of defects.

Rust, scratches, dents, scratched rims, worn or torn seats, electronic defects: take a picture without hesitation.

What defects should you mention? The ones you would have seen as an informed buyer!

Still in doubt? You should know that the few transactions that are cancelled after an auction are due to a lack of transparency in the advert.

Documents

This last category is also a key point for reinsurance. It allows a validation of the documents related to the car.

Depending on the type of vehicle, its age and its country of origin, the main expectations of buyers are: pictures of pages of the service booklet or a photograph of the maintenance log in the on-board computer, invoices, roadworthiness tests, owner's manual, European certificate of conformity (COC), import licence, sets of keys, etc.

That's it, we've told you the essentials. So, get your camera or smartphone! You now have the keys to make buyers dream with your shots!

The Load and Pay Team