

# USED EQUIPMENT

## CLIENT PHOTO GUIDE

ABN: 94 603 777

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### Photo Guide

This photo guide has been created to assist plant owners obtain the best photographic representation of their equipment. Buyers are far more likely to enquire about a piece of equipment they can see clear clearly. Great photos complement an accurate and detailed plant listing, as the old saying goes,  $\mu D S L F W X U H S D L Q W \mathbb{M}. D W K R X V D Q G Z R U G V$

Please read through the following plant preparation tutorial. These categories very clearly outline how to obtain quality plant photos with a modern camera or smart phone, this is important as the majority of photos we receive are poor in quality.

#### Clean

Ensure the plant item is clean. A basic wash and detail prior to taking sales photos is recommended. Avoid having rubbish, magazines and other paperwork in the photo, simply remove these items.

#### Unobstructed

Ensure the immediate area around the plant is clear and unobstructed. Avoid showing other vehicles, plant, people or distractions in the photo. The reasoning is simple, other items/people visually distract.

#### Lighting

Aim to use natural sunlight. Late morning through to mid-afternoon works best for bright and clear photos. Avoid sunrise, late afternoon, evening, heavily overcast, rainy or undercover photos as the light will be poor. Don't take photos with the sun close to or directly behind the plant, this will result in the plant looking too dark. Don't take photos where the paint or glass is reflecting towards you, change your angle slightly to avoid glare.

#### Positioning

Ensure the whole plant item is centred in exterior photos; boom, tyres and body need to be seen. Ensure all photos have a generous border around all sides of the equipment for editing purposes. For close up photos, like inside the cab, ensure the angle is complementary to the item/area. Avoid portrait (tall/vertical) photos, landscape (wide/horizontal) photos work for better online presentation. Avoid taking photos of the interior through glass, these photos tend to look cloudy and distract the eye.

#### Photo Size and Quality

Ensure your camera resolution is set to take photos from 2mb to 5mb each, not smaller or bigger if possible. Avoid reducing or resizing photos, we prefer to manage this task to ensure photo quality is not lost. Don't use old or damaged phone cameras that only produce low quality photos, we cannot improve the quality.

#### Best Angles

Take a photo from directly in front and behind, not angled but in-line with the plant. Photos from the side need to be directly perpendicular to the plant. Take these from both the driver and passenger sides as most equipment has features unique to each side and the condition needs to be evident. Diagonal from the front, like Example #1 below, at roughly 45 degrees. Inside cabin/s – these are best taken from an overview perspective, not close up as this doesn't show enough. Take close up photos of the hour meter/s and the odometer gauge, this is a mandatory requirement. A clear photo of the tyre tread condition, multiple photos if tyres are differing conditions. Photos of all accessories that are not attached to the equipment.

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### Sending us Your Photos

- Email servers have limitations with the amount of attachments they allow. Often 10mb of attachments per email is a common limit. If you've managed your photos as described above you will only need to send a couple of emails.
- Online cloud storage. If you have a cloud storage account, like Dropbox, OneDrive or Google Drive, upload your photos and send us a link so we can download them.
- USB stick. Another option would be to load your photos onto a USB stick and mail it, deliver it to us or let us know it's ready and if we're in your area we'll collect it.

### Photo Examples

The following photos are both good and bad examples of real sales photos. Please read the dot points underneath each example to understand what works and what doesn't. This practical guide will help you understand what works best.

#### Excellent - Example #1

- Crane was thoroughly detailed prior to the photo being taken.
- The photo was taken in a clear area with no foreground or background distractions.
- The lighting is natural and bright, the sun is behind the camera.
- The crane is perfectly centred in the photo showing the boom, tyres and chassis clearly.
- Photo angle and resolution is excellent



#### Poor - Example #2

- Crane is seemingly clean.
- The foreground and background trees are very distracting.
- Lighting is good except for the tree shadows.
- Crane is not centred to the image, both the front and rear are cut off.
- The photo angle, side on, would have been great except for the trees and the tree shadows being in the way.
- Photo resolution is average.



#### Very Poor - Example #3

- Cleanliness is unknown due to the crane being difficult to see.
- The background needs to be better, photos taken inside buildings are usually distracting due to objects in the foreground/background.
- Lighting is extremely poor, this is typical of photos taken inside buildings/sheds or with artificial lighting.
- Crane poorly centred, boom and chassis are outside the image.
- Photo angle is poor and resolution is average.



We trust that this guide has assisted you with understanding and supplying us with the best photographic support needed to sell your equipment.