HAGERTY | Marketplace

Photo and video guide

Tips and tricks for getting the best photos — and best price — for your car

Specs matter, a good story helps, but the most important selling tool you have for your car: a robust and beautiful gallery of photos. When it comes to pictures of your car, more is more. Bidders want to see every nook and cranny of your car, and we're here to help you show them. Cruise through this photo and video guide, and get ready to shift into sales mode.

Questions along the way? We're here to help. Contact us at marketplace@hagerty.com.

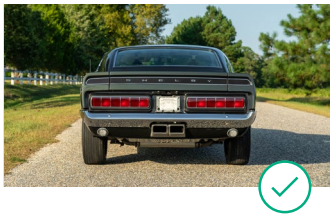
Before you begin

No matter what you're photographing, there are few "dos and don'ts" to follow right from the get-go. Take all photos and videos in **landscape** (horizontal) format. If you're using an iPhone, be sure to turn off the "live photo" setting.

Please note that photos and videos should be new or very recently taken (within the past month), and no photos or videos should be reused from a prior vehicle listing without written approval from Hagerty Marketplace.

Use a neutral outdoor backdrop

Cars look best parked on pavement, outside, with nothing distracting in the background (no other cars, people, signs, etc).

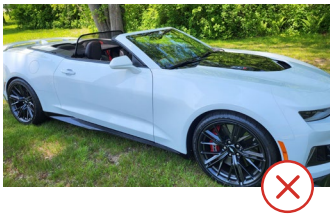


Shoot in natural light, avoid harsh shadows

Daytime or the hours just before sunset show your vehicle best. Avoid direct glare, harsh shadows, and uneven light.

Keep the entire car in view

Take care not to crop out the front, back, wheels, or bumper of the car.



Submit full images

Avoid cropping images before submitting as they may omit important details or make them unusable.

Clean your vehicle

Take pictures of your car after a good wash and dry. Vacuum, dust and remove any personal items or trash from inside. A clean car is always more attractive and marketable.

Remove license plates (optional)

You may choose to protect your information by removing your license plate, or hiding it with a well-fitting cover. We advise against using a towel or your finger as it can be distracting.

Required photos

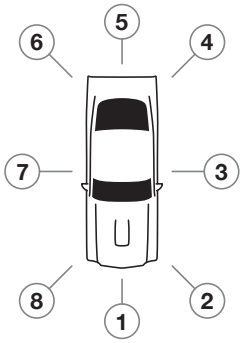
The required shots listed here capture a comprehensive view of your vehicle, including the exterior, interior, engine, and undercarriage, as well as other included items and documents. We've put this shot list together based on what bidders typically look and ask for when considering a purchase. To ensure only the best photos are being used, our team will review all submissions and may ask for resubmissions or additional photos.

Exterior

Capture the following shots of the exterior of your car:

- [ ] Head-on front
- [ ] Head-on rear
- [ ] Driver-side 3/4 view from front
- [ ] Passenger-side 3/4 view from front
- [ ] Driver-side profile (side)
- [ ] Passenger-side profile (side)
- [ ] Driver-side 3/4 view from rear
- [ ] Passenger-side 3/4 view from rear

A note on convertibles: It's best to shoot two sets of these photos, one with the top down and another with the top up.

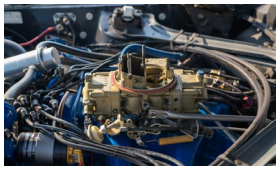


Include these additional exterior shots as well:

- [ ] All four wheels
- [ ] Headlights
- [ ] Roof (top of vehicle)
- [ ] Special features or details
- [ ] Dings/scratches
- [ ] Mirrors
- [ ] Taillights
- [ ] Chassis no. / VIN
- [ ] Any other flaws

Engine and undercarriage

- [ ] Entire engine bay
- [ ] Engine bay details (multiple)
- [ ] Engine number (if available)
- [ ] Undercarriage



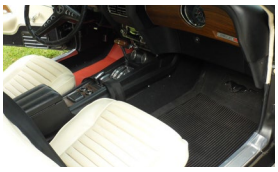
Interior

Capture the following shots of your dashboard:

- [ ] Entire dashboard from driver-side
- [ ] Entire dashboard from passenger-side
- [ ] Entire dashboard from rear seats
- [ ] Gauge cluster
- [ ] Odometer closeup with mileage showing
- [ ] Steering wheel head-on
- [ ] Glove box (open/closed)
- [ ] Center stack and console

Include shots of all seating:

- [ ] Front seats from driver-side
- [ ] Front seats from passenger-side
- [ ] Rear seats (if applicable)
- [ ] Front footwells
- [ ] Rear footwells



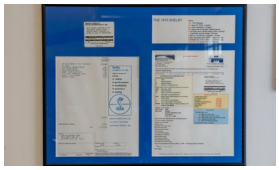
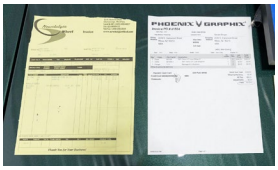
Include these additional interior details:

- [ ] Shifter
- [ ] Trunk
- [ ] Driver-side panels
- [ ] Passenger-side panels
- [ ] Pedals
- [ ] Headliner
- [ ] Any interior flaws (cracks, tears, etc)

Included items and documents

For documents, scanned PDFs are preferred. However, clear top-down photos of documents will suffice. You may choose to cover/hide any personal information shown on documents.

- [ ] Keys
- [ ] Toolkit
- [ ] Spare tire in trunk
- [ ] Manual
- [ ] Extra parts
- [ ] Labels/stickers
- [ ] Service records
- [ ] Other accessories

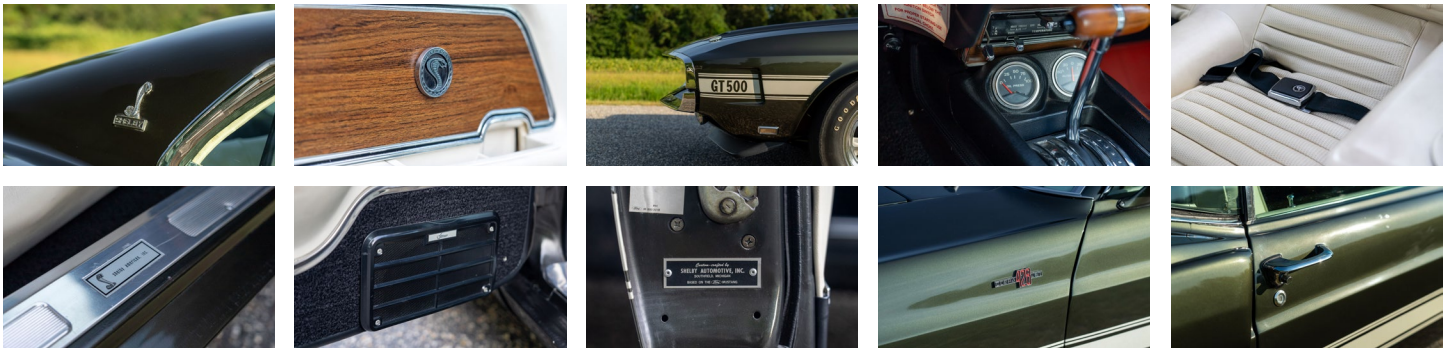



Optional, but highly recommended photos and videos

Beyond the required images already listed, additional detail photos and videos can give bidders an even more thorough view of your vehicle and gives you a chance to showcase what makes your car special. Providing more details can help set your vehicle apart and gives bidders more confidence in your listing — key factors that contribute to a successful auction.

Detail shots

Capture unique and iconic details that may entice bidders. Tell the story of your vehicle and what makes it special to you. Below are some examples:



Videos

The ability to see and hear your car in motion gives bidders an even better understanding of the condition of your vehicle. Remember to shoot in **landscape** (horizontal) format. Below is a list of recommended videos to provide and what to include in them:

- [ ] **Exterior walk-around and interior overview**

  Do a 360-degree walk-around the exterior, film interior details (seats, dashboard, odometer, center console, trunk, doors), and mention any special features or notable flaws.

- [ ] **Cold start**

  Aim your camera at the gauge cluster while cold-starting the vehicle so bidders can hear the engine.

- [ ] **Ride-along**

  Have someone film while you drive around for a few minutes so bidders can see and hear the car driving.

Check out some of our favorite vehicle videos for inspiration:
Exterior walk-around, interior overview, cold start, ride-along

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Leave it to the pros

If you'd like to have your vehicle professionally photographed, we're happy to discuss options and recommend a photographer near you. Contact us at marketplace@hagerty.com.

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Complete photo and video shot list

Get your camera ready and print out this complete check list to ensure you don't miss a shot. Remember to take all photos and videos in **landscape** (horizontal) format. If you have questions or need assistance, we're happy to help. Contact us at marketplace@hagerty.com.

Required photos

Exterior

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- [ ] Passenger-side panels
- [ ] Pedals
- [ ] Headliner
- [ ] Any interior flaws (cracks, tears, etc)

Optional, but highly recommended

Detail shots

- [ ] Detail photos of what makes your vehicle special

Videos

- [ ] Exterior walk-around and interior overview
- [ ] Cold start
- [ ] Ride-along