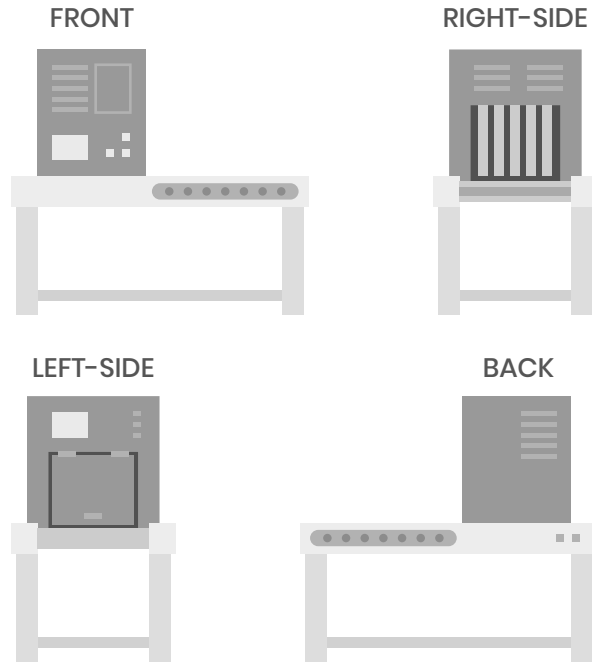




PHOTOS ARE ONE OF THE MOST IMPORTANT FACTORS WHEN SELLING EQUIPMENT.
FOLLOW THESE GUIDELINES TO ENHANCE THE LIKELIHOOD OF A QUICK SALE.

TAKE MULTIPLE PHOTOS!



CHECKLIST

- All four sides
- Inside electrical panel
- Manufacturer's tag
- Key operating areas
- Inside of any compartments or tunnels
- Specs and Features
- Additional tooling, such as molds or dies
- Pretend you are a product moving through the equipment, and take photos following that path.
- If you were purchasing this machine, what would you look at? Take photos of those areas.
- Listings with 10+ photos sell faster than those with fewer photos.



LIGHTNING

Make sure there is enough light. Avoid backlighting. Use lamps if necessary.



ACCURACY

Use tape measure to show measurements when needed.



TAG

Take a close-up of the manufacturer's tag with model and serial numbers.



DETAIL

Include close-ups of tags and control panels.

IMAGE QUALITY

- ✓ An expensive camera is not necessary. A smartphone camera is fine.
- ✓ Keep vertical and horizontal lines as straight as possible.
- ✓ If the photo is not in focus, retake the photo. Blurry photos are often the result of poor lighting. More light should improve focus.
- ✓ Don't include too much space around the equipment, and don't get so close you cut out the edges of the equipment.
- ✓ Do not use zoom on a smartphone—instead, move the phone closer.
- ✓ Review the photo. If it's not as good as you hoped, retake it.

