



# INVENTORY PHOTO TIPS

## Top 5 Vehicle Images:



Hero



Cockpit



Exterior



Passenger



Back Seat

## Tips for Photos That Sell:

### High Value Features Matter

Include images of high value features like: navigation systems, back-up cameras, bluetooth, sun roofs, etc. These photos can shorten a vehicle's time on the lot and even lessen price reductions.

### Small Photo Size Saves Time

Smaller resolutions photos (sized at 1024 x 768 or less) will load faster for your shoppers and will speed-up your upload times.



### Cockpit Photos Are Key

According to a recent shopper survey by CarStory, the highest ranking vehicle photo was the Full Interior Front view. With 85% of the votes, this one image outranked all other photo options.

### Take Just The Right Amount

Take photos of important features, but don't overwhelm your shopper. Depending on the price-point of the vehicle, between 12 and 36 photos is usually best.