



ENSURE YOUR MACHINE SELLS FOR TOP DOLLAR WITH QUALITY PHOTO & VIDEO

In a digital world, many buyers are no longer traveling to inspect and power up machines before purchase. Instead, they closely examine photos and videos prior to making an offer. Photographing your machine in a well-lit area and cleaning it off prior to capturing photos are two major pieces to ensure we're able to secure the highest dollar amount for your machine.

The better the photos and video, the less back and forth all of us go through during this journey.

Machines with proper imagery and video sell for 30% more than machines with poor and or lack of photo and video.

Please reference our dos and don't guide below before capturing images of your machine(s)!

TO DO LIST:

- Wipe down the machine or clean it Take full machine photo from each of its sides
Zoom in and capture the interior of the machine including spindles, axes, chuck
- Take a picture of the control
- Take photo of anything the machine is equipped with (Dust collector, chip conveyor)
- Take a picture of the tag
- Take a picture of the hours
- Ensure the machine is well lit
- Remove all objects from around the machines so they are not captured in the photo
(pallets, forklifts, shovels, tools, boxes, people)
- If photographing multiple machines, start each new machine by capturing the tag first
- Video: walk around the machine while on as if it were an inspection

MACHINE PHOTO GUIDE

DO



DON'T



MACHINE PHOTO GUIDE

DO

DON'T

