

Quality photos help buyers bid with confidence and sellers earn top dollar. Just like classic cars and real estate, used farm and ranch equipment deserves presentation that reflects its true value.

This step-by-step guide will help you capture your equipment at its best - whether it's a tractor, baler, grain cart, or livestock trailer.

PREP CHECKLIST:

- Wash off dirt, mud, or manure
- Clear out trash, tools, and branding
- Park in a clean, open space with a clutter-free background

EIGHT ESSENTIAL ANGLES

1. Front $\frac{3}{4}$ angle
2. Rear $\frac{3}{4}$ angle
3. Direct side views (left & right)
4. Front view
5. Rear view
6. Cab & controls
7. Tires close-up
8. Engine bay (multiple angles)

VIDEO REQUIREMENTS

- Walkaround: full 360° with smooth motion
- Startup: capture audio of engine starting
- Operation: forward/reverse movement, functions
- Engine: close-up shots running from multiple angles
- **Always shoot in horizontal orientation**

PHOTO GUIDELINES:

- Take 20 to 40+ high-quality horizontal (**landscape**) photos
- Use natural light (morning or evening preferred)
- Capture 360° angles plus key details
- Focus on wear points, cab, engine, and tires

DETAIL SHOTS

- Tire tread & wear
- Engine from both sides while running
- Hydraulic connections, hitches, and PTO
- Serial tags, hours meter, and damage

DOUBLE CHECK BEFORE UPLOADING

- Photos are clear, **horizontal**, and well-lit
- Video includes walk around, startup, and operation
- Key wear points clearly shown
- No blurry, dark, or cropped shots



MORE IS BETTER: SHOW THE WEAR & DETAILS

- All photos should be taken horizontally (**landscape orientation**). This ensures consistent display across the auction platform and looks more professional.
- The more photos you include, the more trust you build with bidders—and the fewer questions you'll have to answer.
- Don't stop at 8 photos, 20 to 40+ well-lit images is a solid goal.

Focus especially on:

- All visible wear points. Pivot pins, hitch points, cutting edges, augers, chains, bushings, belts
- Tires and tracks from multiple angles, include full profile shots, close-ups of tread, and any sidewall damage
- Engine bay photos from different sides and angles, capture belts, hoses, filters, and any visible leaks or repairs
- Hydraulic lines, PTO shafts, and quick attach connections
- Digital displays, meters, and error codes (if applicable)
- Any repairs, damage, or cosmetic blemishes

Buyers expect to see honest, detailed photography. Don't hide anything, show it clearly so they can bid with confidence.

VIDEOS BRING THE EQUIPMENT TO LIFE

If the equipment starts, moves, or runs, a high-quality video is essential.

Your video should include:

1. Full walk-around
 - Slowly circle the equipment from a full 360° view
 - Stay steady and smooth
 - Capture all four corners and key components
2. Start-up and running audio
 - Capture clear audio of the engine starting
 - Record the equipment moving forward and backward
 - Include operation of major functions (PTO, loader arms, augers, etc.)
3. Engine close-ups while running
 - Film the engine running from multiple angles
 - Get close enough to show movement of belts, pulleys, or smoke
 - Ensure audio captures how the engine sounds at idle and under light load
4. Use landscape orientation for video too. **Keep your phone horizontal.**



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LIGHTING TIPS:

- Avoid harsh mid-day sun: shoot in the morning or evening for softer light.
- Keep the sun behind you, or to the side.
- Watch your shadow. Step aside if it's in the frame.
- If inside a shed, open all doors and turn on lights to reduce shadows.

UPLOAD-READY CHECKLIST

- Washed and cleaned equipment
- Background is clear of clutter
- All photos taken in horizontal orientation**
- At least 20 clear, well-lit photos captured
- Included all 8 core angles
- Close-ups of wear points, tires, and engine
- 360° walkaround video captured
- Video includes engine startup with audio
- Video shows equipment moving (forward/reverse)
- Uploaded in correct order (start with best ¾ angle)

FRAMING TIPS:

- Shoot at eye level or slightly lower (avoid high-angle shots unless needed)
- Don't crop too tightly—leave space around the equipment
- Hold the camera steady and square to the subject
- Avoid zooming—move your body instead

QUESTIONS?

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