

# ● VIDEO GUIDE

The perfect auction listing needs three things: a gallery brimming with high-quality photographs, a detailed written description and last but not least, an immersive video.

We've found a vehicle is at least twenty-five per cent more likely on average to reach its reserve price if the listing includes a video, so it's surely worth going the extra mile and channelling your inner Martin Scorsese!

Great video content is by far and away the most effective medium to engage an audience and for prospective bidders, video brings a vehicle to life. You can almost smell the leather... Bidders need to hear that engine purr, savour how the light glances off the polished paintwork and experience what it's like to get behind the wheel.

Much like capturing the best photographs, perfect planning makes a big difference, so we've put together this handy guide to help create the highest-quality video overviews.



# BEFORE YOU START



## LOCATION

We recommend you capture your video at the same time you photograph the vehicle. You should ensure it's in a spacious, well-lit area so that you can walk around it easily. You'll need enough room to step away and capture the whole vehicle in the frame. Unless it's an off-roader, vehicles will look their best on tarmac, so please don't shoot any video on grass.



## GEAR

If you've got fancy video camera equipment, that's brilliant, and we look forward to seeing the results, but don't worry if you don't. Most smartphones now boast excellent film quality, and many even have built-in video stabilisation which will help achieve smooth results. The content itself is far more important than any technical wizardry.

If you are using a high-end video camera, we recommend the following settings:

- **Resolution: 1080p**
- **Frame rate: 25fps or higher**

We don't require video editing as long as you've produced a smooth and comprehensive overview of the vehicle. But if you are au fait with editing software and wish to make something a little more polished, that's fine. We don't need fancy transitions or any music, though. Keep it simple and let that exhaust note speak for itself!



## TECHNIQUE

We're looking for a continuous video of a full 360-degree walk around the car. To do this smoothly, please keep your arms and elbows down and close to your sides for stability. As you walk, the vehicle should be in the frame at all times; standing back should make this easier. As we said, you'll need some space!

Walk as slowly and carefully as you can to get a clean, smooth video. Don't be tempted to rush - they always look quicker when you watch them back! We can support videos up to two minutes in length.



## CONTENT

First and foremost, we'd love to hear the engine running throughout. This will reassure bidders that the vehicle ticks over happily, and what better accompaniment to two minutes of video than a burbling American V8 or the eager patter of a highly-tuned twin-cam?! No cheesy background music or any voiceover please - just the engine.

As you film, please pay attention to anything that may interest a potential buyer. Be sure to show any areas with damage and corrosion. To ensure a successful sale bidders must see the vehicle warts and all, so capture everything - the good, the bad and the rusty!



# STEP-BY-STEP FILMING INSTRUCTIONS

If you're a videographer by trade or know your way around editing software then by all means send us a polished production with seamless transitions, beautiful tracking shots and even something more dynamic, like a driving video or under-bonnet footage of the engine running.

All we really need though is up to two minutes of smooth, continuous video providing an overview of the vehicle. Here's a simple step-by-step guide to what we require:

**01** Make sure the engine is running before you begin. That's the soundtrack sorted.



**02**

To start your video, position the whole vehicle in frame as if you were taking a photograph of it. Choose a front three-quarter angle from which to begin your video.

**05** Aim to finish the video from the same vantage point that you started.



**04**

Gently close the door and continue tracking around the car, highlighting any details you think might be important for bidders to see.



**03**

After a few seconds, begin to move slowly around the vehicle and as you reach the driver's side, open the door in order to capture the upholstery, controls and instrumentation.

