MERCHANDISING ESSENTIALS:
NEW-CAR PHOTOS CHECKLIST

The shopper "*walk-around*" has gone digital. Stock photos, or, even worse, no photos at all, won't cut it. Today, you need quality images of your new-car inventory to enter a potential buyer's selection set. ***Want proof?*** JD Power's 2013 New Autoshopper Study shows 85% of shoppers access photo galleries on vehicle-shopping sites.

Here's what you need to do to snap quality, custom photos worthy of showcasing online:

- ☐ *Establish a staging area at your dealership, somewhere with a neutral background where the vehicle can shine.*
- ☐ *Consider building a color library for every new model in stock.*
- ☐ *Seek out professional photographers to handle the job. (Reach out to peers for recommendations.)*
- ☐ *Don't view costs as additional expenses but, rather, part of the cost of the sale.*