

# How-to Guide

## Sale Photos & Walking Videos

Quality sale photos and walking videos are strongly recommended for all Fasig-Tipton sales. These “virtual inspections” give buyers the confidence to make an informed decision whether they are on the sales grounds or shopping remotely.

Photos and videos can easily be uploaded to Fasig-Tipton’s online catalogue so buyers can inspect your horses from anywhere in the world!

This How-to Guide provides best practice recommendations for taking photos and walking videos that will present your horse in the way buyers have come to expect, while helping to maximize your returns.

## CONFORMATION PHOTOS

### SETTING:

Make sure your horse is positioned on a flat surface in front of the best possible background. Remove any distractions such as tractors, feed buckets, hoses, people, etc. Lighting is important. Make sure the sun is behind the photographer. Early morning and late afternoon provide the best natural light.

### GROOMING:

Ensure your horse is well groomed with tail and mane brushed and free of any debris. The mane should be brushed over the neck and positioned on the far side of the horse, opposite of the photographer.

### STANDING:

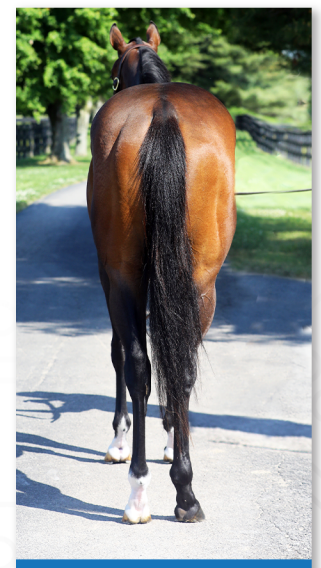
Your horse should face left in a well-balanced position. You want your horse to appear alert, but you do not want the head to be held too high. Always make sure the ears are pricked! The front left leg should be straight from the shoulder to the ground with the right front slightly behind. The left hind leg should be straight from the hock to the fetlock with the right hind positioned slightly in front.



Conformation Left Side

Front View

Back View



### SPECIFICATIONS FOR PHOTOS:

### FORMAT:

JPEG, JPG or PNG

### SIZE:

10 MB or less

### DIMENSIONS:

5:4 ratio

(ex: 1000px width x 800px height)

**INSPECTION VIDEOS:** Videos must be uploaded to a YouTube or Vimeo channel. Custom graphic overlays may be found in the Client Portal by the Monday before the sale opens.

## CONFORMATION PHOTOS



Conformation Right Side



Head Shot

## WALKING VIDEOS

### SETTING:

Find an open, flat space that allows plenty of room to walk. Remove any distractions from the background such as tractors, feed buckets, hoses, people, etc. Lighting is important. Make sure the sun is behind the photographer. Early morning and late afternoon provide the best natural light. Walk your horse a few times before filming so it can relax and walk naturally and confidently.

### MULTIPLE ANGLES:

Start filming with your horse in a standing conformation pose. Remember, we want to recreate the experience of inspecting the horse in-person. Next, walk the horse to the left. Buyers are looking for an athletic walk, with a good stride and temperament. Reshoot as needed to capture your horse's walk in the most flattering way. You do not want the horse trotting, stumbling or stuttering. Next, walk your horse to the right. After walking left and right, film the horse walking down and back. Ensure the horse is centered in the frame and walking in a straight line directly away from then toward the camera. We recommend walking the horse for approximately 10 full strides in all directions.

### EDITING:

Most walking videos are between 45 to 60 seconds. We suggest hiring a professional videographer with experience in producing walking videos to ensure the highest quality footage, consistency, lighting and editing. Fasig-Tipton will provide lower third graphics that can be overlaid on your footage to identify your horse's hip number, name, sire/dam, and consignor.

### SUBMISSION INSTRUCTIONS:

Photos and video links can be submitted through the Consignor Portal ([login.fasigtipton.com](https://login.fasigtipton.com)). Login to your Portal account, select a sale, then select "Upload Content" from the menu on the left to view your consignment.

