

CARLITE

CREATE PROFESSIONAL LISTINGS
THAT GET NOTICED

LISTING GUIDELINES

Step-by-step guidelines for professional
and effective listings

INTRODUCTION

Creating a strong vehicle listing is more than just uploading a few photos and typing a short description. The quality of your listing directly affects how many potential buyers notice your vehicle, how trustworthy the listing appears, and how quickly you receive inquiries. A professional listing presents the car clearly, highlights its advantages, and reduces unnecessary questions.

This guide gives you a step-by-step process to create listings that attract attention, appear trustworthy, and provide buyers with the information they need. By following these guidelines, anyone can create a complete, professional, and compelling vehicle listing.

CREATION PROCESS OUTLINE

Creating a strong listing involves several stages that build upon each other.

Preparation

Before starting the listing process, make sure you have all necessary documents and service books at hand. Wash and clean the vehicle, and evaluate the condition.

Fill In Vehicle Specifications

Accurately fill in the specifications, check registration documents for data if necessary.

Take High Quality Photos

Follow a structured photo plan for full coverage. Show key details and any imperfections.

Write a Clear, Structured Description

Provide maintenance history, known issues and any additional features.

Select Listing Type, Review and Publish

Ensure you have selected the appropriate listing type. Review specifications, photos, description and price.

HOW TO FILL IN SPECIFICATIONS

Specifications are the foundation of your listing. Buyers often filter searches based on these details, so accuracy is critical.

Specifications are divided into four sections, basic info, technical data, exterior, and interior. Each section includes mandatory info that needs to be filled in.

Basic Info

Fill in the make and model, body type, condition, registration date, and mileage. We also recommend adding the VIN so buyers can verify the vehicle's history.

Technical Data

Enter the fuel type, engine power, and transmission. Adding fuel consumption is recommended, as it helps buyers compare running costs.

Exterior

Select the exterior color, paint type, and all relevant external features to give buyers a clear overview of the vehicle's equipment.

Interior

Choose the interior color, material, and interior features. We also recommend adding the number of seats for clarity.

HOW TO CORRECTLY PRICE YOUR VEHICLE

Price is one of the most important factors for attracting buyers. A realistic, transparent price builds trust and increases inquiries.

Steps For Pricing Correctly

Research similar listings with the same model, year, mileage, and condition, and compare several vehicles to understand the typical price range. Take into account factors such as overall condition, maintenance history, mileage, and equipment.

Avoid using placeholder values or extreme underpricing. If your vehicle offers added value through better condition or extra features, consider pricing it above average. Conversely, if it has flaws or higher mileage, adjust the price realistically to reflect that.

CREATING GOOD PHOTOS

Photos are the most important part of a listing. Buyers decide whether to click based on images. A structured photo plan ensures that nothing is missed.

Preparing The Vehicle

Before taking any photos, prepare the vehicle properly. Clean it inside and out and remove all personal items. Have all keys, documents, and any other items you want to photograph ready.

Finally, park the vehicle in a neutral, well-lit area.

Cover Photo

Selecting a strong cover photo is essential for listing discoverability.

For the best results, use a three-quarter front angle photo.



Exterior Photos



FRONT VIEW



LEFT SIDE PROFILE



THREE-QUARTER (4x)



REAR VIEW



RIGHT SIDE PROFILE



ROOF

CREATING GOOD PHOTOS

Exterior Detail Photos



WHEELS AND TIRES (4x)



LIGHTS (4x)



ENGINE BAY



MIRRORS



UNDERSIDE



ANY SCRATCHES OR DAMAGE

Interior Photos



DASHBOARD + STEERING WHEEL



DASHBOARD (FROM REAR SEATS)



INFOTAINMENT



INSTRUMENT CLUSTER



CENTER CONSOLE



DOOR PANELS

CREATING GOOD PHOTOS

Seats



DRIVERS SEAT



PASSENGERS SEAT



BACK SEATS

Other Photos



TRUNK



GLOVE BOX



ACCESSORIES



KEYS AND REGISTRATION



SERVICE HISTORY OR LABELS



ANY SCRATCHES OR DAMAGE

Tips For High-Quality Photos

For high-quality photos, shoot in daylight for even lighting, choose clean backgrounds, and keep your camera steady and level. Show any imperfections clearly, and avoid duplicate photos.

Video

You can also include a video of the vehicle. We support videos uploaded to YouTube, just include the link to the video when filling the listing.

WRITING A STRONG DESCRIPTION

The description complements the specifications and photos by providing context, history, and details about the vehicle. A clear, structured description helps buyers quickly understand what makes your car a good choice.

What To Include

A good description should include a short introduction with the basic vehicle details, information about ownership and overall condition, key service and maintenance history, important equipment highlights, and any known flaws.

How To Structure It

Structure the text by starting with a brief summary of the model, engine, and condition, followed by notes on maintenance and care. Then highlight valuable features and finish with a transparent mention of any defects or wear.

Avoid using overly promotional language, hiding or omitting known issues, or repeating information already visible in other parts of the listing. Keep the description factual and transparent.

CHOOSING A LISTING TYPE

Carlite offers two listing types, Standard and Premium.

Standard

Recommended for:

Cheaper or older vehicles

No urgency to sell

Premium

Recommended for:

High value or premium vehicles

Higher urgency to sell

Which Should You Choose?

If your vehicle is inexpensive or you are not pressed for time, choose Standard. If your vehicle is valuable or you want faster results, choose Premium.

COMMON LISTING MISTAKES

Avoid these errors to make your listing more professional.

Too few or poorly taken photos

Blurry, dark, or cluttered images

Short, vague, or overly promotional description

Price unrealistic or inconsistent with condition

Hiding flaws or misrepresenting the vehicle

Incorrect listing type

SUMMARY

A high-quality listing increases buyer interest, builds trust, and saves time for both the seller and the buyer. Properly filling specifications, taking high-quality photos, writing a structured and honest description, setting a fair price, and choosing the correct listing type are all critical steps.

Following this guide ensures that your listing is professional, complete, and ready to attract serious inquiries.

LISTING CHECKLIST

Use our one page checklist to verify you have correctly filled in the listing. Print this page if needed.

Preparation

- ☐ Car cleaned inside and out
- ☐ Personal items removed
- ☐ Keys, documents and accessories ready for photos

Photos

- ☐ Full set of exterior and interior photos
- ☐ All special features and damage photographed
- ☐ No blurry, dark or duplicate images

Specifications

- ☐ All important fields filled accurately
- ☐ Selected features match the actual vehicle
- ☐ Mileage exact

Description

- ☐ Clear introduction with key vehicle info
- ☐ Maintenance and service history included
- ☐ Features highlighted
- ☐ Flaws listed honestly

Pricing

- ☐ Realistic market price
- ☐ No placeholder pricing
- ☐ Condition and mileage reflected accurately

Listing Type

- ☐ Correct type selected
- ☐ Published

CARLITE

Next-gen car listing website

CARLITE is the most modern car listing website connecting sellers of cars, motorcycles, RVs, and other vehicles with customers.

Need to contact us?



Listing Support
listings@carlite.co



Technical Support
support@carlite.co



Sales Department
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Billing Inquiries
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CARLITE is operated by Arclight s.r.o.

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We invite you to list your vehicle on CARLITE and connect with buyers across the market.