

CAPONE

BRAD CAPONE PHOTOGRAPHY

WHAT TO EXPECT

You're on Brad's calendar.

What happens next, from today to your finished frames. Every step, every date, and who to text.

THE FORREST HOUSE, GATLINBURG

Your shoot, step by step.

You'll hear from us at the right moments and never more than you need. Bridget, Brad's assistant, is your one point of contact the whole way through.

Today	**You're booked.** Your confirmation has your day, your time slot and your delivery date. Nothing to pay today, and no deposit.
Within one business day	**Bridget texts you** from 865-236-0233 to confirm your window, and asks for anything still missing, one question at a time.
The day before, 4 PM	**Weather check.** Bridget looks at the forecast with you. Rough skies? Move to a better day for free, or keep the day and Brad makes the skies blue in editing.
Shoot day	**Brad photographs your rental himself.** You don't need to be there. Brad asks that cleaning be 100% finished and everyone out before he arrives. He won't start his walkthrough until the home is empty, so the lamps, chairs and little details he sets stay exactly in place and he can focus fully on composition. When he's finished, Bridget lets you know he has everything.
2 business days later	**Your photos arrive** on the date set when you booked. Films, if you ordered them, arrive 4 business days after the shoot.
When you're happy	**Pay and download** on the same page as your gallery. Your receipt follows by email.



THE FORREST HOUSE, GATLINBURG

THREE PROMISES

What you can count on.

1

Your date holds.

Your delivery date is set when you book, and it doesn't move. Photos in 2 business days, films in 4. Holidays are normal business days for us.

2

You review before you pay.

No deposits, ever. You see every finished frame first, then pay and download on the same page.

3

Weather never costs a fee.

If the forecast turns, move to a better day for free. Can't wait? Brad makes the skies blue in editing.

GOOD TO KNOW

The details.

Your time slot

Late morning runs 10 AM to 2 PM. **Afternoon** runs 2 PM to sunset, so Brad can work into the evening light. Full-day packages keep the rental clear of guests all day.

Two-day shoots

Both days are booked together. The rental is empty and guest ready on both, and your delivery date counts from the second day.

Getting ready

Have the rental exactly the way you want guests to see it. Brad takes care of the small things on his walkthrough: lights, lamps, fireplace, blinds, pillows, and hot tub and grill covers. The Guest Ready checklist in this guide has the full list.

Access

A door code, a lockbox, or someone meeting Brad all work. Access details are private. Only Brad and his assistant see them.

Turnover days

Shooting between guests? Share your checkout, cleaning and check-in times and Brad plans to finish well before your next guests arrive.

Your gallery

Your frames arrive on a private page. The gallery, the invoice and the download all live on that one page. Look through everything, pay right there, and the download appears.

QUESTIONS, CHANGES, ANYTHING AT ALL

Text Bridget, Brad's assistant.

865-236-0233

Guest ready, the moment Brad walks in.

A room by room guide for the day Brad arrives. Made to forward straight to your cleaner or designer.

Brad photographs your rental the way you've set it, so set it exactly the way you want your next guest to find it: cleaned, staged and finished. He doesn't review walkthrough videos or advise on design ahead of time. Most hosts aren't there on the day, and that works perfectly.

BRAD TAKES CARE OF

- ☐ Every light and lamp on
- ☐ The fireplace
- ☐ Blinds and curtains
- ☐ Pillows and throws
- ☐ Small furniture tweaks
- ☐ Hot tub and grill covers

You don't need to touch any of it.

WE ASK YOU TO

- ☐ Finish cleaning before Brad arrives
- ☐ Make every bed, set every towel
- ☐ Complete any staging the day before
- ☐ Check for burnt out or missing lightbulbs
- ☐ Rentals with views: windows cleaned before the shoot
- ☐ Fix anything mid-repair, or tell us to skip it

The frame comes first.

Leave the props out. Brad finds the strongest angle and light in each space first.

The Stay Edit is always available as an extra after the shoot.

Turnover or full day?

Photos only: we'll work around your turnover. Share your checkout, cleaning and check-in times. **Full-day packages:** keep the rental clear of guests all day, through dusk.

The checklist.

Living and great room

- ☐ Floors vacuumed, rugs straight
- ☐ Remotes, chargers and cords out of sight
- ☐ Coffee table clear, or one simple piece
- ☐ Fireplace glass clean

Kitchen

- ☐ Counters clear, only the pieces you love
- ☐ Only new, guest ready soap and towels set out. Anything used put away
- ☐ Fridge front clear of magnets and notes

Dining

- ☐ Table wiped and chairs pushed in evenly
- ☐ A set table only if you want guests to see one
- ☐ Chandelier bulbs all working

Bedrooms

- ☐ Beds made tight, matching linens
- ☐ Nightstands clear except lamps
- ☐ Luggage racks empty
- ☐ Nothing stored under the beds that shows

Bathrooms

- ☐ Fresh towels, folded the way guests find them
- ☐ Guest amenities set out neatly: sealed soaps, shampoo kits, toothbrush kits
- ☐ Anything used or opened put away
- ☐ Shower and tub ledges clear
- ☐ Mirrors and glass streak free
- ☐ Use a sanitized toilet band? If so, have it on

Game room and extras

- ☐ Games racked and set to play
- ☐ Arcade, theater and bar lights working
- ☐ Bunk rooms made

The finishing touches.

Decks and outdoor spaces

- ☐ Decks swept, leaves cleared
- ☐ Outdoor cushions out and dry
- ☐ Rockers and chairs where guests will use them
- ☐ Hoses coiled, tools put away

Hot tub

- ☐ Filled, clean and running
- ☐ Brad pulls the cover on the day
- ☐ Steps and nearby surfaces clean

Exterior and drive

- ☐ Cars moved off the drive and the front
- ☐ Trash cans out of sight
- ☐ Walkways and steps clear
- ☐ Brad will remove any grill covers on the day

Lighting

- ☐ Every bulb working, inside and out
- ☐ Bulbs matched in color, ideally warm white
- ☐ Outdoor and string lights working for dusk

THE DAY BEFORE, AROUND 4 PM

Bridget checks the weather with you.

If the forecast turns, move to a better day for free. Can't wait? Keep the day, and Brad makes the skies blue in editing. Either way, she'll also make sure the access still works.

Access

A door code, a lockbox, or someone meeting Brad. Private. Only Brad and his assistant see this.

Last-minute change?

A late checkout, a leaky faucet, a room to skip. Just text Bridget at 865-236-0233 and she'll take care of it.

GOOD TO KNOW

Questions.

Why can't I choose an exact time?

Brad doesn't set hard start times, because a hard start means a hard end to make his next appointment. He works through each rental methodically for however long it takes, including waiting for the right light. Your slot, Late morning (10 AM to 2 PM) or Afternoon (2 PM to sunset), is a flexible window, so he never rushes your shoot.

Do I need to be there, or turn things on before Brad arrives?

No. Most clients are out of town. Brad handles lights, the fireplace, covers and small adjustments on his own walkthrough. Brad asks that cleaning be 100% finished and everyone out before he arrives. He won't start his walkthrough until the home is empty, so the lamps, chairs and little details he sets stay exactly in place and he can focus fully on composition.

Should we add candles, throws or wine for the frames?

Leave those off. Brad finds the strongest angle and light in each space first. Touches like these can be added afterward with The Stay Edit, placed for the exact angle Brad chooses. Any intentional staging like a set table should be finished before Brad arrives. Questions? Text 865-236-0233.

WHY BRAD WORKS ALONE



THE FORREST HOUSE, GATLINBURG

If I want to get really, really good, I have to let the rental lead, not a schedule and not a crowd. This isn't a real estate shoot where you hit all four corners and call it covered. The frames that make a guest stop scrolling have to be found, and finding them takes focus.

After 20+ years, I've learned how to avoid the pitfalls. Working alone is how your rental gets my best work.

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See you on your shoot day.

Photographed by Brad.
Every frame, every time.

TEXT 865-236-0233 · BRADCAPONE.COM