



FIELD GUIDE / 2026 EDITION

We Priced the Brief ChatGPT Wrote for You. It Came to **\$67,467.**

Ten requirements that nobody needs, priced line by line at market rates, and the one-page version that gets the same building rendered for \$3,400.

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START HERE

It is not your brief. It is the model's.

Almost every enquiry that reaches us now arrives with a specification written by a language model. They are long, confident and well organised, and they quote a budget that would not cover a tenth of what they ask for. The client is not being unreasonable. They asked for a thorough brief and got exactly that.

A language model optimises for completeness, because completeness is what reads as a good answer. It has no idea that four of those lines carry most of the cost, and it has never had to quote one. So it writes down everything a visualisation project can theoretically contain, and the result is a document that is complete, internally consistent, and unaffordable.

WHAT THE MODEL OPTIMISES FOR	WHAT ACTUALLY DECIDES YOUR PRICE
01 Covering every possibility	Four or five decisions. The rest is rounding.
02 Sounding specific	Naming products you genuinely need modelled, and admitting which ones can come from a library.
03 Listing every deliverable format	Which formats you will actually publish. Panoramas and VR are separate products, not free exports.
04 Protecting you with strong wording	'Unlimited revisions' and 'perpetual worldwide rights' are the two most expensive sentences in the document.

The brief does not describe the project. It decides it.

Send the same specification to four studios and you will get four different quotes, all honest. They are not pricing your building. They are pricing the document, and the document asked for eleven things you will never publish.



Maverick Frame production render.

THE INVOICE

What it costs if we take it literally

Below is a composite of the specifications we received this year, priced at mid-market studio rates. Nothing here is padded and nothing is invented: every line appeared in a brief somebody sent us with a five-figure budget attached.

LINE ITEM	BASIS	AT STUDIO RATES
01 Twelve exterior views, daylight	12 x \$425	\$5,100
02 The same twelve views at dusk and at night	24 x \$425	\$10,200
03 Four seasonal variants of the hero view	3 x \$425	\$1,275
04 Six aerial and masterplan views	6 x \$550	\$3,300
05 Eight interior views 'for context'	8 x \$500	\$4,000
06 A 60-second animated flythrough	1 min	\$5,500
07 Six 360-degree panoramas	6 x \$600	\$3,600
08 A VR-ready interactive walkthrough	build	\$6,000
09 Every named product modelled to manufacturer drawings	no library	\$7,500
10 Surveyed neighbouring buildings and real planting	context	\$3,500
Subtotal		\$49,975
'Unlimited revisions until fully satisfied'		+ \$12,494
Perpetual worldwide rights, partners included		+ \$4,998

What the brief asks for **\$67,467**

What the same building needs **\$3,400**

\$67,467 is a used single-engine aircraft.

That is the honest price of the document, not a scare figure. The gap is not negotiation room and it is not a discount waiting to be asked for. It is ten deliverables that were never needed, sitting in a brief nobody edited.

LINE BY LINE

The nine lines that carry the money

Delete or rewrite these nine and the number falls by roughly ninety per cent, without losing a single image you would have published.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 Day, dusk and night of every view	Pick one lighting state per view and two dusk frames for the hero. Relighting a scene is a new image at full rate, not a toggle.
02 Four seasons	Choose the season you sell in. Seasonal variants are a second commission, best ordered once the first set has proven itself.
03 Interior views 'for context'	Say whether you are selling the interior. If not, cut them entirely; they are a separate discipline priced separately.
04 Panoramas, VR and animation alongside stills	Name the one moving format you will actually publish and where it will run. Each of these is its own product with its own model requirements.
05 Every product modelled exactly	List the items a buyer would recognise by name. Everything else can be library dressing and nobody will ever know.
06 Surveyed context and real planting	Say whether the neighbours matter to the sale. Real surveyed context costs many times generic surroundings.
07 'Unlimited revisions until fully satisfied'	Ask for a defined number of rounds and define what a round is: one consolidated batch of comments, not each comment separately.
08 Perpetual worldwide rights, partners included	State where and for how long you will publish. Buy the rest later if a partner ever asks.
09 A budget figure with no scope attached	Give the budget and let the studio tell you what fits inside it. That single sentence replaces most of the document.

THE ONE PAGE

What brands actually send us

The clients whose logos sit on our service pages do not send specifications. They send something close to this, usually inside the body of an email, and it is enough to quote from and to start work.

01	The building	One line, plus drawings or a model if you have them. Say which is authoritative.
02	What it is for	Sales, planning, an investor deck, a competition. This decides the angles.
03	How many images	A number. If you are unsure, say what you will publish and where.
04	Which views matter	Mark them on the plan. Two minutes here saves a revision round.
05	Time of day	One per view. Name the hero frame if there is one.
06	What must be exact	The named products, finishes or fittings a buyer would recognise.
07	Context	Whether the neighbours and real planting matter, or generic surroundings will do.
08	Where it will be published	Print, web, a hoarding, a portal. Sets resolution and rights.
09	The date you need it	The real one, not the comfortable one.
10	The budget	A figure or a range. It is not a weakness; it is the fastest way to a fitting scope.

Send it unfinished

A brief with three of these answered beats a complete one written by a model. The missing answers come back as four questions, and those four questions are the conversation that decides the price.

Keep the model for the reply

Language models are good at reading a quote and telling you what is missing from it. That is the half of the job worth handing to them.

WHAT THINGS COST

Market rates, so you can check ours

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Line up a studio before the deadline is on fire

The most expensive briefs we receive are not the badly written ones. They are the ones written in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent and the brief writes itself.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own, before anyone argues about quality.

NEXT

Send us the brief you already have

Including the one the model wrote. We will mark up what it actually costs, what to delete, and what is missing from it - as a reply, not a sales call.

The contact formmaverickframe.com/contacts/**Exterior work**maverickframe.com/services/3d-exterior-rendering-services/**Or simply**

reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.