



FIELD GUIDE / 2026 EDITION

One Dealership. Three Approvals. One 3D Model.

The render set a dealer principal needs to get a new or remodeled dealership approved by the car brand, the bank and the city: which views each reader gets, what one model saves, and what it costs, line by line.

START HERE

A dealership is approved before it is built

Dealer groups rarely overpay for one image. They overpay because the same dealership is drawn again for every reader: the brand's image program review, the bank's credit committee, the planning board, the opening campaign. Each reader asks for different views, and each round starts from a blank file.

So the brand sees one facade, the bank sees another and the city sees a third, and nobody is sure which is the project. One 3D model of the building and the site, built once, gives every reader a view of the same dealership, and the opening visuals come from the model the brand already approved.

EVERY READER DRAWN SEPARATELY

EVERY READER SERVED FROM ONE MODEL

01	The brand review waits for a new facade drawing	The facade is rendered to the image program from the model
02	The bank sees a sketch and a spreadsheet	The bank sees the showroom floor and the handover bay
03	The city gets flat elevations	The city gets street views by day and night
04	Finishes change between rounds	Finishes are set once and carried through
05	The opening campaign starts from scratch	The opening stills come from the approved scenes

Plan the approvals, then the render list.

Decide what each reader must approve, in order: the brand, the money, the city, the customers. The views follow from those decisions, not from what looks good in a portfolio.



Maverick Frame production render.

THE SHOT LIST

The dealer group set, priced line by line

A composite of typical orders from dealer groups, not one client's budget. It assumes one new dealership with a showroom, a service drive and parking. Views are priced at our \$39 architectural rate: an interior view is 10 hours, an exterior 16, an aerial 24.

	LINE ITEM	BASIS	AT STUDIO RATES
01	3D model of the building, showroom and site from drawings	build, once	\$2,400
02	Context model of the street and neighbours	build, once	\$900
03	3D floor plan of the showroom and service drive	1 x \$936	\$936
04	Facade to the image program, day and night	2 x \$624	\$1,248
05	Showroom floor, handover bay and customer lounge	3 x \$390	\$1,170
06	Site aerial with parking, pylon and signage	1 x \$936	\$936
	Built once: building and street		\$3,300
	7 views for the brand, the bank and the city		\$4,290
	The dealer group set, priced as a composite		\$7,590
	The next dealership in the group: new building, finishes and cameras reused		\$3,804

The next site costs \$3,804 for its first views.

The finishes, the furniture and the camera setups carry over from the approved dealership, so the next site starts with a new building model, not a new design.

IMAGE	WHO IT CONVINCES	WHERE IT WORKS
Facade to the image program	The car brand	Dealer application, image review
Showroom floor and handover bay	The bank, investors	Business plan, credit committee
Street view by day and night	The planning board, neighbours	Permit file, public hearing
Lounge and opening stills	Your customers	Opening campaign, social

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost a dealership a second round

These come from dealer briefs we receive. Each one is understandable, and each one either wastes a view or doubles the work.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 Make it look premium	Send the brand's image program manual and two dealerships you admire. Premium comes from materials and light, not from extra cars.
02 Drawings to follow	Send the site plan and the building footprint now. The model is built while the drawings are finished.
03 The bank needs something by Friday	Say which decision the bank makes. The showroom floor and the handover bay usually carry it.
04 Show every car we sell	Pick the hero models for the showroom views. The range goes into the opening formats.
05 We will do the service drive later	Send the service layout now, so the site and the parking are planned with it.
06 Same as our last dealership	Attach the last files and say what changed: brand, size or site. The finishes on file cover the rest.

Keep the model, not just the images.

Ask for the building model and the scenes to stay on file. The remodel, the next brand and the next site in the group then start from rendering, not from modelling.



Maverick Frame production render.

THE ONE PAGE

What dealer groups actually send us

Dealer principals do not send specifications. For a new dealership they send something close to this, usually in the body of an email, and it is enough to quote from.

01	The site	The site plan, the survey or a satellite screenshot with the plot marked.
02	The building	Drawings, sketches or the existing building you remodel.
03	The brand	The image program manual or the brand's design guidelines.
04	The showroom	How many cars on the floor, and which models lead.
05	The service side	Service drive, bays, body shop or wash, if there is one.
06	The look	Two dealerships you admire, and what you do not want.
07	The readers	Brand review, bank, city or opening, and in which order.
08	The date	When the first review is, and what decision sits behind it.
09	The budget	For the whole project or per stage. Either is enough to scope.

Start with the facade

Approve the facade to the image program first. The interiors and the site views follow that model.

Test the night view

Render the street by day and by night for the city. A render can be adjusted; a built pylon cannot.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

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

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

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.

NEXT

Send us the site plan and the brand guidelines

The site plan or the survey, the brand's image program manual, any sketches or drawings and the date of the next review, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form

maverickframe.com/contacts/

Dealership work

maverickframe.com/solutions/car-dealership-design/

Or simply

reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-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.