



FIELD GUIDE / 2026 EDITION

Seven Images Sell the Scheme. You Paid for **Twenty-Seven.**

The image set that sells units off-plan, in the order a developer needs it: investors, planning, pre-sales. Priced at studio rates, with the twenty frames that never get published.

START HERE

Most of the set never leaves the shared drive

Developers rarely underspend on renders. They overspend on the wrong ones. The set is usually ordered in one go, early, from the architect's drawings, and it covers the building from every side because nobody has yet decided which views will sell it.

Three audiences look at those images, one after another. Investors need to see the scale and the location. The planning authority needs accurate views from agreed points. Buyers need to imagine the morning on their balcony. Most of the twenty-seven frames serve none of them, and they sit on a shared drive while the same seven appear on the hoarding, in the brochure and on every portal.

WHAT DEVELOPERS ORDER		WHAT ACTUALLY SELLS UNITS
01	Every elevation of every block	One hero street view and one arrival view. Buyers remember an entrance, not an elevation.
02	Views from all four corners	The views that show what a buyer gets: the balcony, the courtyard, the outlook.
03	A night version of everything	One dusk hero for the hoarding and the brochure cover.
04	Interiors of every unit type	One show-unit living room and a kitchen, matched to the type you most need to sell.

Order by audience, not by building.

Investors come first, planning second, buyers third, and each needs different frames. Ordered all at once, before the design settles, the set gets re-rendered every time a facade material or a window changes.



Maverick Frame production render.

THE SHOT LIST

Seven that sell, twenty that sit

Below is a composite of a mid-size residential scheme, priced at mid-market studio rates. Rows 01-07 are the frames we see used everywhere a scheme is marketed. Rows 08-10 are what developers typically add, and what rarely leaves the drive.

	IMAGE	BASIS	AT STUDIO RATES
01	Hero street view at dusk	1 x \$550	\$550
02	Arrival and entrance view	1 x \$450	\$450
03	Aerial masterplan view	1 x \$600	\$600
04	Courtyard or amenity view	1 x \$450	\$450
05	Show-unit living room	1 x \$500	\$500
06	Show-unit kitchen	1 x \$450	\$450
07	Balcony view with the outlook	1 x \$500	\$500
08	Eleven further elevations and corner views	11 x \$400	\$4,400
09	Night versions of six daylight views	6 x \$425	\$2,550
10	Interiors of three more unit types	3 x \$500	\$1,500
	Seven that sell (rows 01-07)		\$3,500
	Twenty that sit on the drive (rows 08-10)		+ \$8,450
	The full set of twenty-seven		\$11,950
	The set that sells units		\$3,500

Order the seven in this sequence.

The aerial and the hero first, for the investor deck. The arrival and courtyard views next, for the pre-sales launch. The show unit, kitchen and balcony last, for the brochure and the portals. Add anything else only once sales tell you which unit type is slow.

MISTAKES

Mistakes from your side of the table

These lines turn up in almost every developer brief. None of them is wrong. Each of them quietly adds frames or rounds to the invoice.

WHAT DEVELOPERS WRITE	WHAT TO WRITE INSTEAD
01 'Render all blocks from all sides'	Mark on the site plan the three places a buyer will stand: the street, the entrance, the courtyard.
02 'Final images now, design to follow'	Say which parts are fixed. A facade material that changes after the draft is a new image, not a revision.
03 'Interiors to a luxury standard'	Name the specification you will actually hand over. A brochure that oversells the kitchen becomes a complaint at completion.
04 'Same images for investors, planning and sales'	Say which audience comes first. Planning views follow the authority's rules on viewpoints and lenses; sales views do not.
05 'Busy, lively scenes'	Ask for people who look like your buyers, and fewer of them. Crowds date an image and hide the building.
06 'Revisions until the launch'	Two rounds at draft and one on final, each one consolidated list from one person on your side.
07 'ASAP'	The launch date and the brochure print deadline. We plan the set backwards from those two dates.

Shorter is better.

Say what the images are for and who they must persuade, and let the people who render schemes every day handle the detail. A brief taken literally, line by line, rarely produces the best image of the building.

THE ONE PAGE

What developers actually send us

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

01	The scheme	Name, number of units, and the drawings or model. Say which set is current.
02	Who it is for	Investors, planning, pre-sales or all three, and in what order.
03	The views	Marked on the site plan: hero, arrival, courtyard, aerial, or your own list.
04	The interiors	Which unit type, and which rooms: living, kitchen, balcony.
05	The buyer	Who you are selling to. It sets the people, the cars and the styling.
06	Specification	The finishes you will hand over, so the interiors promise no more.
07	Fixed and open	Which parts of the design are settled and which may still move.
08	Where it runs	Hoarding, brochure, portals, website. Sets resolution and rights.
09	The dates	Launch, and the print deadline that comes before it.
10	The budget	A figure or a range for the first set.

Start with the investor pair

If funding is not closed, order the aerial and the hero first. They carry an investor deck, and the model built for them carries into the rest of the set.

Keep the model for phase two

Once a scheme is modelled, a new angle or a later phase costs less than the first image did. Ask for the model to be kept rather than rebuilt.

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 what you already have

Plans, a model, photographs or a draft brief, 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/
Exterior and interior rendering	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.