



FIELD GUIDE / 2026 EDITION

144 House Options. You Do Not Need 144 Renders.

Twelve house types, four facades, three plots: how a modular or prefab builder shows every combination, in brochures and a configurator, from 58 images priced at studio rates.

START HERE

Buyers choose a house, not a matrix

Modular builders sell from a catalogue, so the instinct is to render the catalogue: every type, every facade, every plot. Twelve types, four facades and three settings make 144 images, and at studio rates that is a budget most ranges never recover.

Buyers do not browse 144 images. They pick a type, then try a facade, then picture the house on their own land. A render plan that follows that sequence covers every combination with a fraction of the frames, as long as every option is shot from the same camera in the same light.

WHAT PREFAB BUILDERS ORDER		WHAT THE BUYER ACTUALLY USES	
01	Every type in every facade, fully rendered	Every type once, then facades swapped from the same camera for the configurator.	
02	A new landscape for every image	Three plot settings on the lead type. Buyers picture their own land anyway.	
03	Interiors for every type	Four shared interiors. The kitchen in type 3 and type 7 is the same kitchen.	
04	Show-home photos only	Renders of the types not yet built, matched in light and camera to the show home.	

Same camera, same light, swap the house.

A configurator only looks trustworthy if every option is framed and lit identically. That consistency is also what makes each variant cheap.



Maverick Frame production render.

THE VARIANT PLAN

144 options, priced as 58 images

Below is a composite for a range of twelve house types with four facade options, priced at mid-market studio rates. Every type gets one hero; the other three facades are rendered as variants from the same camera, which gives the configurator all 48 type and facade pairs.

DELIVERABLE		BASIS	AT STUDIO RATES
01	Hero exterior per house type, lead facade	12 x \$400	\$4,800
02	Facade variants from the same cameras	36 x \$60	\$2,160
03	Plot settings: forest, coast, suburban street	3 x \$450	\$1,350
04	Shared interiors: living, kitchen, bedroom, bath	4 x \$500	\$2,000
05	Aerial of a site layout with several types	1 x \$600	\$600
06	360 panoramas of the lead type interior	2 x \$600	\$1,200
Images and panoramas in the plan			58
144 combinations rendered one by one			\$57,600
The plan above			\$12,110

Add a type, not a project.

When type thirteen arrives, it needs one hero and three facade swaps in the existing set-up. Plots, interiors and lighting are already built, so the range grows at the price of the new house, not a new commission.

MISTAKES

Mistakes from your side of the table

Prefab builders think in systems, which is exactly how a render plan should work. The briefs, though, often ask for pictures one at a time.

	WHAT BUILDERS WRITE	WHAT TO WRITE INSTEAD
01	'Render all our models'	List the types by sales priority. Launch with the ones that sell, add the rest in the same set-up.
02	'Facades as in the brochure'	Send the options as a matrix: which facades fit which types. Not every combination is buildable.
03	'A beautiful natural setting'	Name the three kinds of plot your buyers own. Generic nature sells nobody's plot.
04	'Interior like the show home'	Send show-home photos and mark what is standard and what is an upgrade. Upgrades shown as standard become disputes.
05	'Images for the configurator'	Name the platform or its developer, the image size and the layer logic they expect.
06	'Factory drawings attached'	Send the sales drawings too. Factory sets show every panel joint; buyers should not see them.

Render the system, not the pictures.

Treat the range like the factory does: a fixed set of parts combined in known ways. A render set-up built the same way grows with the range instead of starting again each season.

THE ONE PAGE

What prefab builders actually send us

The builders whose logos sit on our service pages do not send specifications. They send something close to this, with the sales drawings and the options list attached, and it is enough to quote from and to start work.

01	The range	House types, sizes, and which are already built.
02	The options matrix	Facades, roofs and windows, per type.
03	Drawings or models	The sales set for each type.
04	The lead type	The one to render first, in every option.
05	The plots	The three settings your buyers actually own.
06	Interiors	Shared rooms, standard and upgrade marked.
07	The configurator	Platform, image size and layers.
08	Where it runs	Website, brochure, fair stand, portals.
09	The date	Season launch or fair, the real one.
10	The budget	A figure or a range for the first phase.

Prove it on the lead type

Render one type in every facade and plot first. It tests the configurator logic before twelve types depend on it.

Ask for the set-up, not only the images

Ask in the brief for cameras, light and plot scenes to be kept for the next type and season. That is what keeps variants cheap.

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

Sales drawings, the options matrix, show-home 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/
Modular and prefab visualisation	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.