

FIELD GUIDE / 2026 EDITION

Buyers Ask Three Questions. Most Sets Answer None.

The unit views a sales team needs on the first call, including to buyers abroad: key unit types, balcony views, furnished plans and a 360 tour, priced at studio rates.

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START HERE

Agents sell units.
Most sets show buildings.

A render set is usually briefed by the developer to sell a building: the hero at dusk, the entrance, the aerial. It does that job on the hoarding. Then a buyer calls about a two-bedroom on the fourth floor, facing the courtyard, and the agent has nothing that shows it.

The questions on that call are usually the same three. What does my home look like inside? What do I see from the balcony? Will my furniture fit? A buyer in another country cannot walk round a show flat to find out, so the answer has to be an image the agent can send before the call ends. Sales teams under-use renders when the set stops at the building, and overpay when the interiors go to the penthouse instead of the type that makes up most of the stock.

	WHAT THE SET GIVES AN AGENT	WHAT THE BUYER ON THE CALL ASKS
01	**A hero exterior at dusk**	What does my unit look like, not the building?
02	**Interiors of the penthouse**	Show me the type I can afford, furnished to the specification I will get.
03	**The architect's 2D plan**	Where does the sofa go? A furnished 3D plan answers it at a glance.
04	**One balcony view from the top floor**	What do I see from my floor, on my side of the building?

Render by unit type, not by building.

The building is sold once, on the hoarding. Units are sold one call at a time, and each call is about a type, a floor and an orientation. Brief the set from the price list, and every image has a buyer waiting for it.



Maverick Frame production render.

THE SHOT LIST

The first-call kit, priced line by line

A composite for an apartment scheme with six unit types, four of them key, priced at mid-market studio rates. It assumes the developer's hero exterior already exists. Rows 01-04 are ten stills; rows 05-07 turn them into something an agent can send.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Living room of each key unit type, furnished to specification	4 x $450	**$1,800**
02	Kitchen and bedroom of the type with the most stock	2 x $400	**$800**
03	Balcony views from a low, a middle and a high floor	3 x $450	**$1,350**
04	Amenity view: the lobby, garden or gym residents use daily	1 x $450	**$450**
05	Furnished 3D floor plans, all six unit types	6 x $180	**$1,080**
06	360 tour of one key unit, four linked panoramas	4 x $550	**$2,200**
07	Crops of the ten stills for portals, messaging and vertical	10 x $40	**$400**
	Ten stills, rows 01-04		$4,400
	Plans, tour and crops, rows 05-07		+ $3,680
	The full first-call kit		**$8,080**
	The three answers, rows 01, 03 and 05		**$4,230**

THE BUYER ASKS	THE IMAGE	HOW THE AGENT SENDS IT
What does it look like inside?	Living room of the type	Portal gallery, first frame
What do I see from my floor?	Balcony view, nearest floor	In the chat, during the call
Will my furniture fit?	Furnished 3D floor plan	Price list, one plan per page
Can I walk through it?	360 tour link	Opens on a phone, no app

Three questions, three rows.

If the budget is tight, rows 01, 03 and 05 answer the three questions every call starts with. The tour and the extra rooms can follow once reservations show which type is slow.

MISTAKES

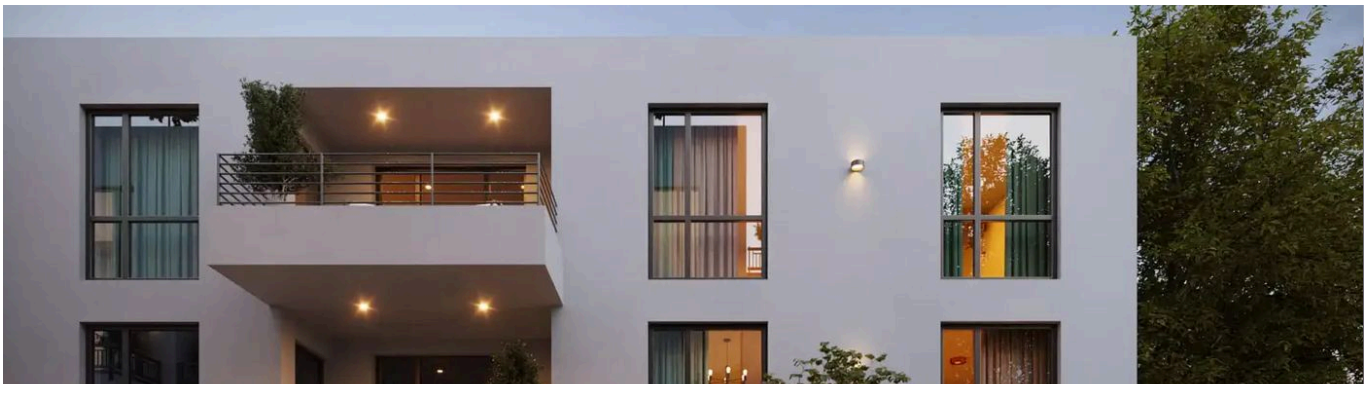
Mistakes from your side of the table

Sales teams know their buyers better than anyone in the project. These lines are where that knowledge stays out of the brief, and the set comes back built for the brochure instead of the phone.

	WHAT SALES TEAMS WRITE	WHAT TO WRITE INSTEAD
01	**'Render the penthouse'**	Render the type with the most units left to sell. The penthouse is one sale; the two-bedroom may be forty.
02	**'Best view from the top floor'**	The view from a typical floor on each side. A buyer on the third floor who was shown the twelfth-floor view calls back at handover.
03	**'Floor plans from the architect'**	Furnished 3D plans with a bed, a sofa and a dining table to scale. Buyers measure their own furniture against them.
04	**'Styled like a magazine'**	Styled for the buyer you sell to, with the finishes on the specification sheet. What the render shows is what the agent will be asked to hand over.
05	**'Something for overseas buyers'**	Name the markets and the channels: a 360 link that opens on a phone, stills sized for messaging apps, captions added by your team in the buyer's language.
06	**'The same images as the brochure'**	Stills framed for the portal gallery and the price list. A brochure spread crops badly into a listing thumbnail.
07	**'Update them when the layout changes'**	Say which types are fixed and which may still move. Fixed types go live now; the rest wait for the model update.

Send us the call notes.

The most useful attachment a sales team can send is not a mood board. It is the list of questions buyers asked last week, in their words. Much of the shot list comes straight out of it.



Maverick Frame production render.

THE ONE PAGE

What sales teams actually send us

The developers and sales teams 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 price list and the plans attached, and it is enough to quote from and to start work.

01	**The scheme**	Units, unit types, and which drawings are current.
02	**The price list**	Types, floors and orientations, with the ones left to sell marked.
03	**The key types**	The three or four that carry most of the stock.
04	**Floors and sides**	Which floor heights and orientations need a balcony view.
05	**Specification**	The finishes per type, so the interiors promise no more.
06	**The buyer**	Who buys, and from where: local, national or abroad.
07	**Their questions**	What buyers asked on the last twenty calls, in their words.
08	**The channels**	Portals, price list, messaging, sales suite screen.
09	**The dates**	Reservations opening, and any property show abroad.
10	**The budget**	A figure or a range for the first kit.

One tour, sent on the first call

A single 360 tour of the key type, linked from every listing and sent during the call, does more work abroad than a tour of every unit nobody opens.

Add types as they sell

Once the building is modelled, a new type, floor or view costs less than the first image did. Order the rest when reservations show where the gaps are.

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 price list and the plans

The price list, the unit plans and the specification, 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/
Real estate work	maverickframe.com/solutions/3d-rendering-for-real-estate/
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.