



FIELD GUIDE / 2026 EDITION

The Committee Never Visits the Site. Seven Images Do.

The images a lender, an equity partner or an investment committee actually reads: aerial, massing in context, location and phasing, priced at studio rates, with the brief to send.

START HERE

The committee reads renders as evidence

An investment committee decides on a scheme it cannot visit. It has the appraisal, the drawings and a handful of images, and it reads the images as evidence: does the building fit the plot, does the height match the numbers, what sits next door, and what gets built first.

Most packs answer different questions. They borrow the sales renders, or order them early: a dusk hero with a perfect sky, a show-apartment living room, a crop that leaves out the railway line. A buyer is meant to be moved by those images. A credit officer is trained to discount them, and every frame that looks like marketing makes the accurate ones harder to believe.

WHAT THE PACK USUALLY CARRIES		WHAT THE COMMITTEE ASKS ABOUT
01	A dusk hero with a sunset sky	A daylight aerial with the real neighbours, roads and transport in frame.
02	Show-apartment interiors	Massing in context: is the height and density credible next to what is already there?
03	One image of the finished scheme	Phasing: what phase one delivers on its own, and what the site looks like between phases.
04	A location map from a portal	A location view that marks what drives the value: the station, the park, the waterfront, the centre.

Accuracy is what persuades here.

A committee funds the scheme it can check. Render the true orientation, the real neighbours and ordinary daylight, and keep the drawing set the same one the appraisal uses. The images then support the numbers instead of competing with them.



Maverick Frame production render.

THE SHOT LIST

Seven frames the committee reads

A composite of a finance-stage pack for a mid-size residential scheme, priced at mid-market studio rates. Rows 01-07 are what a lender or equity partner reads. Rows 08-09 are what packs often add, and what a committee rarely looks at twice.

LINE ITEM	BASIS	AT STUDIO RATES
01 Context model: plot, neighbouring buildings and roads, from survey and map data	build	\$1,400
02 Aerial in context, daylight, true orientation	1 x \$600	\$600
03 Massing in context from two street viewpoints	2 x \$400	\$800
04 Location aerial with the drivers of value marked	1 x \$550	\$550
05 Phasing: the same aerial with only phase one built	1 x \$300	\$300
06 Hero street view in daylight	1 x \$500	\$500
07 Ground floor or amenity view, the part that carries the rent or the price	1 x \$450	\$450
08 Show-apartment interiors ordered before funding	3 x \$500	\$1,500
09 Dusk versions of the hero and the aerial	2 x \$450	\$900
The committee pack, rows 01-07: a model and seven frames		\$4,600
What packs often add, rows 08-09		+ \$2,400
The pack as it is often ordered		\$7,000
The pack the committee reads		\$4,600

FRAME	THE QUESTION IT ANSWERS IN THE ROOM
Aerial in context	Does the scheme fit the plot and the area around it?
Massing	Is the height credible next to the neighbours, and at planning?
Location	What drives the value, and how far away is it?
Phasing	What does phase one deliver if the rest waits?

If the budget covers only three frames.

Take the aerial in context, one massing view and the phasing aerial. Location and street views can follow with the planning set, from the same model.

Row 01 is the line that pays more than once: the same context model carries into the planning views and the sales set.

MISTAKES

Mistakes from your side of the table

These lines turn up in briefs written for an investor pack, by sponsors and by the capital side alike. Each one is reasonable. Each one produces images that the committee reads with less trust than the numbers beside them.

WHAT INVESTOR-PACK BRIEFS SAY	WHAT TO WRITE INSTEAD
01 'Make it look premium'	Make it look accurate: true orientation, real neighbours, daylight. A committee discounts a sunset.
02 'Use the architect's latest drawings'	Name the drawing set the appraisal is based on. If the render shows more floors than the appraisal, the meeting starts with which one is wrong.
03 'Show the finished scheme'	Show phase one on its own as well. A lender funds what gets built first, not the masterplan.
04 'Leave out the neighbours'	Keep them, with the road, the rail line and the empty plot next door. What a committee finds on a map after the meeting costs more trust than it would in the pack.
05 'Interiors for the deck'	Save interiors for the sales stage. One ground floor or amenity view is enough to show the product.
06 'Needed for the committee next week'	The committee date and the pack deadline. An aerial and massing from a context model fit the first draft window of 3 to 5 working days; a rush costs about 40% more.
07 'We will redo them for sales'	Ask for the model to be built to carry into planning and sales. Then the second and third sets start from it.

Shorter is better.

Say who will read the images and what they must be able to check. Leave camera heights and lenses to the people who render schemes every day. A brief taken literally, line by line, rarely produces the clearest picture of a site.



Maverick Frame production render.

THE ONE PAGE

What capital teams actually send us

The developers and investors whose logos sit on our service pages do not send specifications. For a finance-stage pack 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	Units or floor area, height, use. One line.
02	The drawings	The set the appraisal is based on, and whether it may still move.
03	The site	Address or a map pin, and a survey if there is one.
04	Who reads it	Investment committee, lender, equity partner or joint venture.
05	Their questions	Scale, neighbours, access, phasing: whatever the meeting will ask.
06	The views	Aerial, massing, location, street, or your own short list.
07	Phasing	What each phase delivers, and in what order.
08	Where it runs	Committee paper, lender pack, data room or a screen in the room.
09	The dates	The committee date and the day the pack closes.
10	The budget	A figure or a range for this stage.

Build the model for three stages

Finance, permit, sales. Ask for the context model to be kept, and the planning views and sales set start from it instead of from zero.

Keep the styling honest

The images in the pack will be compared with the building for years. What looks modest and true at funding looks right again at completion.

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 drawings and the committee date

The drawing set the appraisal uses, the site address and the date the pack closes, 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 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.