



FIELD GUIDE / 2026 EDITION

Off-Plan Buyers Decide on Eight Images. You Paid for **Twenty-Two.**

A typical pre-sales order for a residential development, priced image by image, and the eight-image campaign set, staged from launch to construction, for \$6,800.

START HERE

Twenty-two images. Eight do the selling.

An off-plan buyer reserves a home they cannot walk through. What they decide from is a short run of images: the building, where it stands, the room they would live in and the view from it. Everything else in the brochure is reassurance.

Most pre-sales orders are written the other way round. The architect's drawings list every elevation, every unit type and every amenity, so the order does too, and all of it is commissioned before launch in one go. Twenty or more images arrive together, most of them never leave the folder, and the two a buyer asks about once the price is on the table are often not among them.

WHAT THE ORDER IS BUILT AROUND		WHAT THE BUYER IS DECIDING	
01	Every elevation of every building	Whether this looks like somewhere to come home to. One hero, by day and at dusk.	
02	Every unit type, furnished	The unit they are reserving. The type that sells best carries the interiors; the rest can wait.	
03	Every amenity in the brochure	The one amenity that justifies the price per square metre.	
04	A launch film, ordered with the stills	The view from their balcony, and the walk from the street to their front door.	

A buyer is not buying the architecture. They are buying a morning in the flat.

The elevations answer the planning officer's questions. The living room, the bedroom and the balcony answer the buyer's, and they are the images a sales team reaches for every day of the campaign.



Maverick Frame production render.

THE INVOICE

What developers order, and what sells

Below is a composite of the pre-sales orders we see for a development of around 120 apartments in three buildings, priced at mid-market studio rates. Every line is a reasonable request. The second column records what each image did once the campaign started.

ORDERED BEFORE LAUNCH		IN THE CAMPAIGN	AT STUDIO RATES
01	Hero exterior, daylight and dusk (2)	sold	\$1,100
02	Aerial with the location (1)	sold	\$600
03	Arrival and lobby, pool courtyard (2)	sold	\$1,050
04	Living room, best-selling unit type (1)	sold	\$550
05	Four more exterior angles, one per elevation	unused	\$1,800
06	Night versions of two exteriors	unused	\$900
07	Living rooms of four other unit types	used once	\$2,000
08	Kitchens and bathrooms, three views	unused	\$1,200
09	Gym and co-working lounge	unused	\$900
10	Second aerial, masterplan angle	unused	\$600
11	A 90-second flythrough	after launch	\$7,500
12	Six 360 panoramas of one apartment	too early	\$3,000
Six images that sold the launch			\$3,300
Sixteen images unused or used once			\$7,400
Film and panoramas, bought before there was a show flat			\$10,500
Two of the eight that sell, missing, ordered later at rush rates			+ \$1,400
What the developer paid			\$22,600
The eight-image campaign set, with a short film			\$6,800

\$22,600 bought six of the eight images that sell.

The two it missed were the view from a balcony and the main bedroom of the best-selling unit. They were ordered in a hurry once reservations had opened, at rush rates, from a model already built for twenty-two other views.

THE CAMPAIGN SET

Eight images, ordered in the order you sell

Commission the set in stages against the sales timeline, not in one order before launch. The model is built once for the hero, so every later image comes from it quickly and without remodelling.

STAGE	IMAGE, AND THE JOB IT DOES	COST
Before launch	Hero exterior, daylight. Hoarding, portal banner and brochure cover. Order it first, on its own.	\$550
Before launch	Hero at dusk. The same camera, lit. It sells the evening and holds up on a hoarding.	\$550
Before launch	Aerial with the location. The park, the station, the sea: what the address is worth.	\$600
Reservations	Living room of the best-selling unit type. The room a buyer pictures first.	\$550
Reservations	Main bedroom, same unit. The second question once the price is known.	\$500
Reservations	The view from a balcony at typical height. What the floor premium pays for.	\$500
Reservations	Arrival and lobby. The walk from the street to the front door.	\$500
Reservations	The amenity that sets the price. Pool, courtyard or roof terrace. One of them.	\$550
Construction	A 30-second film from the same model. Keeps the campaign moving while the site shows only a crane.	\$2,500
Later, if needed	A second unit type. Only once a type is selling slowly, never before.	\$500 each

Eight stills: \$4,300. With the film: \$6,800.

Paid across the timeline rather than before launch. If the sales suite has a screen, three 360 panoramas of the show apartment (around \$1,500) can replace the film in the construction phase. Choose one moving format, not both.



Maverick Frame production render.

THE ONE PAGE

The brief for a development launch

You do not need a specification to start. Half a page like this, often in the body of an email, is enough for us to quote the campaign set and begin on the hero. Say what you are selling and when; leave the camera work to the people who set it every day.

01	The scheme	One line: buildings, unit count, location. Attach drawings or the architect's model and say which set is current.
02	The sales timeline	Launch, reservations, construction start, handover. We stage the order against these dates.
03	The buyer	First-time buyers, families, downsizers or investors. It decides the unit and the light.
04	The unit that sells	The type you expect to sell best, or most need to. It gets the interiors.
05	The hero view	Marked on the site plan. Two minutes here saves a revision round.
06	The balcony	Which floor and direction a typical buyer looks out from. A drone photograph at that height helps.
07	The amenity	The one that justifies the price: pool, courtyard or roof terrace.
08	The finishes	The specification schedule or the show-flat mood board, even if unfinished.
09	Where it will run	Hoarding size, portals, brochure, the sales suite screen.
10	The budget	A figure or a range. It is the fastest way to a set that fits.

Attach whatever already exists

☐ The architect's drawings or model, and the unit mix with areas

☐ The finishes schedule or the show-flat mood board

☐ Drone or site photographs, even taken on a phone

☐ The scheme's name, logo and brochure layout if the agency has one

Say the intent, not the detail

Tell us who buys and when you launch. A brief that fixes every lens and camera height gets taken literally, and it shows in the images.

Line us up before the hoarding date

The costliest orders are placed after a first supplier has missed the launch. Brief us while the launch is still a date in the diary.

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/
Residential work	maverickframe.com/services/3d-residential-rendering/
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.