



FIELD GUIDE / 2026 EDITION

38 Renders. Three Meetings. **Seven** Would Have Done It.

A typical fit-out approval order priced line by line at \$25,918, and the seven views that get an office, store or clinic signed off in one meeting for \$3,100.

START HERE

The design was ready. The images were not.

Most office, retail and clinic fit-outs that slip do not slip on the design. They slip in the approval meeting, when the board, the brand team and the landlord look at the same set of renders and each of them fails to find the one image that answers their question. The meeting ends with a list of views someone wants to see, and a date for the next one.

The set was not badly made. It was ordered for the building rather than for the room: one view of every space on the plan, both finish schemes to be safe, a walkthrough to impress. Nobody wrote down who would be at the table, so nobody could say which four or five images they needed, and the order grew to cover every possibility except the right one.

WHAT USUALLY GETS ORDERED	WHAT THE MEETING ACTUALLY ASKS
01 One view of every room on the plan	Four or five questions, one per person at the table. A room nobody is deciding on needs no image yet.
02 Both finish schemes on every view	The board chooses a scheme on one image. Show the hero twice and carry the winner across the rest.
03 A walkthrough to win the board over	A board approves spend. It needs the main space, the plan and the number, not a film.
04 The building from every street	The landlord and planning need the frontage from where people stand, with the signage on it.

Every 'can we see' is another meeting.

Each view on that list is another render, another week and another date in five diaries. The set that avoids it is small, and it is chosen by who will be in the room, not by what is on the plan.



Maverick Frame production render.

THE INVOICE

What three meetings cost in images

Below is a composite of the orders we are asked to quote for office, retail and clinic fit-outs, priced at mid-market studio rates. Every line is a reasonable request on its own. The trouble is timing: most of the order was placed before anyone asked who would approve it, and the rest after the first meeting ended without a decision.

	LINE ITEM	BASIS	AT STUDIO RATES
01	One interior view per room, sixteen rooms	16 x \$450	\$7,200
02	The second finish scheme on half of them	8 x \$450	\$3,600
03	The building from three streets	3 x \$450	\$1,350
04	An aerial 'for context'	1 x \$600	\$600
05	Four 360-degree panoramas for the board	4 x \$550	\$2,200
06	A 45-second walkthrough	0.75 min	\$4,500
07	Six new views asked for at the first meeting	6 x \$450	\$2,700
08	Finish changes carried across sixteen views	16 x \$120	\$1,920
	Subtotal, 38 images and a film		\$24,070
	Rush on the second batch, to hold the third meeting		+ \$1,848
	What the order cost		\$25,918
	What the seven-view approval set costs		\$3,100

38

IMAGES ORDERED

3

MEETINGS TO SIGN OFF

7

VIEWS THE ROOM NEEDED

\$3,100

FOR THOSE SEVEN

The gap is two meetings, not a discount.

None of the extra images was wasted effort on our side or yours; each answered a question somebody asked. They were simply ordered before anyone knew who would ask what, and then re-ordered in a hurry to answer the question the first set missed. The \$22,818 difference is not negotiation room. It is the price of not writing down who is in the room.

How to read it. Lines 01 to 06 were ordered before the first meeting, for the building. Lines 07 and 08 are what the first meeting asked for, and the rush is what it cost to keep the third meeting on its date. The seven-view set on the next page answers the same questions before the first meeting starts.

THE APPROVAL SET

Who is in the room, and what they must see

Write down the people at the approval meeting before you order a single view. Each of them is deciding one thing, and each decision needs one image, sometimes two. Where their questions overlap, one view serves both.

AT THE TABLE		WHAT THEY DECIDE, AND THE VIEW THAT SHOWS IT
01	Board or owner	Whether to spend the money. The hero of the main space, the same hero in the second finish scheme, and a furnished plan of the whole unit.
02	Brand or marketing	Whether it looks like the brand. One close view of the reception, counter or logo wall, in the real finishes and with the real signage.
03	Landlord	What touches the base building: shopfront, signage, entrance, anything fixed to the facade. The frontage from the street, at eye level.
04	Tenant or the people who will use it	Whether they can work in it. One everyday view: a desk, a treatment room, a fitting room. Not the reception.
05	Planning	Only if the outside changes. The frontage from the position the authority asks for, plus dusk if the signage is lit.
06	Anyone not on this list	If nobody at the table decides on a room, the room needs no image yet. It comes later from the same model.

THE SEVEN VIEWS	ANSWERS	PRICE
Hero of the main space, daylight	Board, brand	\$550
The hero in the second finish scheme	Board	\$450
Everyday view: desk, treatment room or fitting room	Tenant, users	\$450
Brand detail: reception, counter or logo wall	Brand	\$350
Frontage from the street, eye level	Landlord, planning	\$450
Frontage at dusk, signage lit	Landlord, planning	\$450
Furnished 3D floor plan of the unit	Board, landlord	\$400

\$3,100 for the set, delivered as one package

At mid-market studio rates, in 2 to 3 weeks with drafts. Order the hero first and approve it on its own: finishes, furniture and light are then settled on one image, and the other six views are quicker to agree. Anything the meeting did not need can still be added later from the same model.

THE ONE PAGE

What to send us for a project like this

A brief for a commercial approval set does not need to be a specification. Half a page is enough to quote from and to start work, usually in the body of an email. Say what the meeting has to decide and leave the detail to the people who do this every day.

01	The space	An office floor, a store, a clinic, and its size. Plans, and a model if there is one; say which is current.
02	The meeting	Its date and who will be in the room. This, more than the plan, decides the views.
03	The hero	The one space the design is sold on: the reception, the shop floor, the main treatment room. Mark it on the plan.
04	Finish schemes	How many are still open. Two on the hero is usually enough to decide.
05	What must be exact	Finishes, furniture and fittings the board or brand would recognise by name. The rest can come from a library.
06	Brand material	Logo files, signage drawings and brand guidelines, if the brand has a say.
07	The outside	Whether the frontage, signage or entrance changes, and whether the landlord or planning must consent.
08	Where else it will run	Leasing, recruitment, the website. It sets resolution and which views to plan for later.
09	The date you need it	The meeting date minus a week, not the meeting date. The board should see the set before it walks into the room.
10	The budget	A figure or a range. It is the fastest way to a set that fits.

Order for the meeting, not the building

The set is chosen by the people at the table. Views for leasing, the website or the opening come later from the same model, quicker and cheaper than they would have been as guesses.

Send it unfinished

A brief with half these lines answered is enough to start. The missing answers come back as three or four questions, and those questions are the conversation that decides the price.

Attach what you have, in whatever state it is in: PDF plans, a Revit, SketchUp or Rhino model, photographs of the existing unit, the landlord's fit-out guide and any signage drawings. Missing files come back to you as a question, not as a delay.

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/
Commercial work	maverickframe.com/services/commercial-3d-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.