MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Floor Plan Loses a Metre.

Ask them before you sign a 3D floor plan contract. A studio worth hiring answers all twelve in one email, with dates and prices. The wrong one goes quiet around question four.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

START HERE

Every failure was visible before you signed

3D floor plan projects rarely fail on style. Clean isometric plans are everywhere. They fail on the five things below, and every one of them could have been spotted in the first email, if anyone had asked.

	WHAT THE SALES CALL PROMISED	WHAT YOU FIND OUT IN WEEK THREE
01	**"We can turn it around quickly"**	The plans land after the sales suite opens. There is no time left to fix the kitchen layout, let alone the other unit types.
02	**"Priced per plan, nice and simple"**	The brochure, the listing portal, the website and the sales screen each want a different crop or label set, and each is billed as a new plan.
03	**"I'll handle it personally"**	The layout changes after planning, the freelancer is on another project, and nobody else can open the file to move a wall.
04	**"Our in-house 3D team"**	The agency passes your drawings to a subcontractor you have never met. A question about a door swing takes three days to answer.
05	**"We do the plans, the renders are elsewhere"**	The plan model does not open at the interiors studio. The flat is rebuilt from the drawings, and the furniture no longer matches.

You are not choosing a portfolio. You are choosing a process.

The twelve questions on the next two pages test the process. Each one maps to one of the failures above, and each has an answer you can check.



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THE TEST, PART ONE

Questions 1 to 6: time and money

Send these as they are. You are not looking for enthusiasm; you are looking for numbers, names and dates. Vague answers are an answer too.

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
1. When would I see the first draft, counted from a complete brief?	A number of working days per plan, and what "complete" means: dimensioned drawings, finishes, furniture preferences.	"As soon as possible" or no number at all.
2. What date would all unit types land, and what could move it?	A date for the full set, plus what would push it: a late layout change, a new unit type.	A date with no conditions, or no date.
3. What happens if the deadline moves forward by a week?	A rush option with a price, roughly half the time for around 40% more.	"We'll make it work" with no price attached.
4. Once the first unit is built, what does the next unit type or a mirrored unit cost?	Noticeably less, because the furniture library, materials and lighting set-up already exist.	Every unit priced as a new plan from scratch.
5. Which formats are included, and what does another one cost?	A clear list: print and web resolution, with or without labels and dimensions, and a small fee or none for a new crop.	A new plan fee for each format or label set.
6. How many revision rounds are included, and what counts as one?	A fixed number, typically two at draft and one on the final, with a round defined as one consolidated list.	"Unlimited revisions". It means nobody has priced them.

Why questions 4 and 5 matter most

A development rarely has one floor plan. There are unit types, mirrored units and penthouses, and each goes into the brochure, the listing portals and the sales suite screen. The price of the second unit and the second format decides your real budget.



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THE TEST, PART TWO

Questions 7 to 12: people and files

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
7. Who exactly will model and render my plans?	Named roles on the studio's own team, and who you will talk to day to day.	"Our partners", "our network", or silence.
8. Is any part of the work passed to another company?	"No", or an honest "yes, part of the furniture library" with the reason.	A pause, then "we have a trusted team".
9. If my contact is away, who picks up the project?	A second person who already knows the file.	It depends on one person being available.
10. Who keeps the files, and can furniture or finishes change later?	The studio archives the working file and its furniture library, so a new layout or finish is an edit, not a rebuild.	Only the final images exist after delivery.
11. Is the plan built to the dimensions on our drawings, so interiors or a tour can reuse it?	Yes: walls and openings to scale from the DWG or PDF, room sizes checked, and the same model used for interiors and 360.	"It's illustrative, we'd rebuild it for that."
12. What would you need from me to start this week?	A short list: dimensioned drawings, finishes, furniture style, a reference plan, the unit types you need.	A thirty-page questionnaire before a quote.

10 - 12

GOOD ANSWERS: HIRE, AND ASK FOR THE FIRST DRAFT DATE IN WRITING

7 - 9

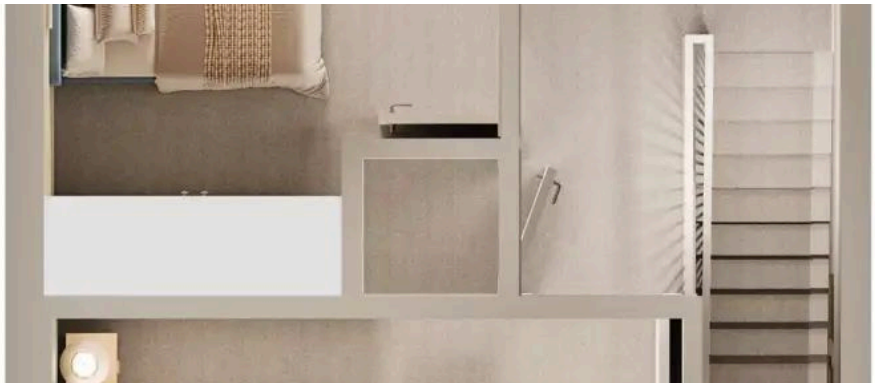
ASK FOR ONE PAID TEST PLAN OF YOUR SMALLEST UNIT BEFORE COMMITTING

0 - 6

WALK AWAY, HOWEVER CLEAN THE SAMPLE PLANS LOOK

The question studios dodge most often is number 8

Subcontracting is common and not always bad. Hiding it is the problem, because you cannot fix a timing or quality issue with a team you are not allowed to talk to. Ask it plainly and listen to how long the answer takes.



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SEND IT

One email, three studios, one day

You do not need a call to run the test. Paste the email below, attach what you already have, and send it to the three studios on your shortlist at the same time. Replies arrive within a working day, and the difference between them is usually obvious by the second paragraph.

		THE EMAIL TO SEND
01	**Subject**	3D floor plans for [project], quote and twelve questions
02	**Line 1**	We need 3D floor plans for [number] unit types in [project / city] for [brochure / portal / sales suite] by [date].
03	**Line 2**	Attached: dimensioned drawings (DWG or PDF), finishes schedule and two reference plans we like.
04	**Line 3**	Please answer the twelve questions below with numbers and names, not ranges.
05	**Line 4**	Paste questions 1 to 12 from pages 03 and 04.
06	**Line 5**	We will decide within a week of receiving all three replies.

What good replies have in common

They are short. They answer in working days and dollars, name the people, and ask you one or two questions back, usually about labels, dimensions and furniture.

What we would answer

Our own numbers are on the next page, in the same format, so you can score us with the same test.



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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/
Floor plan work	maverickframe.com/services/3d-floor-plan-rendering/
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.