



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Walnut Renders Orange.

Ask them before a studio touches your door collection. A good one answers all twelve in one email, from CAD to dealer files. The wrong one goes quiet at the variant question.

START HERE

Every failure was visible before you signed

Door and window rendering projects rarely fail on the portfolio. Every studio can show a glass pivot door in a quiet hallway. They fail on process: the five problems below, and each of them could have been spotted in the first email, if anyone had asked.

WHAT THE SALES CALL PROMISED		WHAT YOU FIND OUT AT LAUNCH
01	"We can render the whole range"	The quote is per image. Twelve models in eight finishes with three glass types is 288 doors before a single handle, and nobody planned which ones to render.
02	"Just send us a sample of each door"	You build and freight a sample leaf for every finish, and the next handle change makes the whole kit outdated again.
03	"We can match any material"	The walnut veneer reads orange, the matt lacquer looks satin, and the first dealer complaint arrives with a photo of the real door.
04	"Your dealers can crop what they need"	Each dealer crops, recolours or reshoots, and your range looks like four different brands on four web stores.
05	"We can do the configurator files too"	The door builder gets a simplified model with its own materials, so the door a buyer configures is not the door in the catalog.

You are not choosing a portfolio. You are choosing a pipeline.

The twelve questions on the next two pages test the route from your CAD to the dealer portal. Each one maps to one of the problems above, and each has an answer you can check.



Maverick Frame production render.

THE TEST, PART ONE

Questions 1 to 6: models and finishes

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

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

1. What do you need from our CAD or STEP files, and how do you check the model against them?	STEP or native CAD per model, cleaned for rendering and checked against the spec sheet: profiles, gaps, hinge positions.	"We'll model it from your photos."
2. How do you price models times finishes times glass times hardware?	Each door modelled once; every further finish, glass or handle on an existing camera priced as a variant, a fraction of a new view.	Every combination priced as a new render.
3. Which combinations would you render as full images, and which as variants?	A question back about what your channels sell, then a matrix: hero combinations as views, the rest as variants or layers.	An offer to render all of them without asking.
4. Which physical samples do you need, and how many?	One sample or swatch per finish family, plus finish codes, for matching. Not a full door in every finish.	A request for a finished door in every colour.
5. How do you match veneer, lacquer and metal to our samples?	Material built from the sample or a scan, the RAL code and gloss level, approved on a close-up before any room scene.	Matching from your website photos, or room scenes first.
6. How many revision rounds are included, and what counts as one?	Two at draft and one on the final, with a round defined as one consolidated list of comments.	"Unlimited revisions". It means nobody has priced them.

Why questions 2 and 5 matter most

A door range is priced by its variants, not by its first render, so the cost of the fortieth finish decides your budget. And a finish that looks wrong costs more than any render: it comes back from dealers as a complaint and from buyers as a return.



Maverick Frame production render.

THE TEST, PART TWO

Questions 7 to 12: dealers and online tools

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. How do you keep light, camera and scale identical across the range?

One lighting set-up and one camera set saved for the collection; a new model drops into the same set.

Each door lit and framed on its own.

8. How will you name and deliver files for our dealer portals?

File names built from your SKU codes (model, finish, glass, handle), in every crop the portals ask for, with a naming sheet.

"We'll send a zip of finals."

9. What do you deliver for a 3D configurator or an AR viewer?

Optimised GLB and USDZ per model at real scale, a separate material per option, built to your developer's size limits.

The heavy render file, renamed.

10. And for an image-based door builder?

Layered renders from fixed cameras, one layer per leaf, glass, handle and frame option, matching the catalog images.

One flat image per combination only.

11. Can you show what a photo cannot: cores, seals, multi-point locks?

Cutaway and exploded views from the same CAD, plus a short opening loop if needed.

A request for a sectioned door to photograph.

12. How long does a new finish take once the collection is live?

A number of working days from the approved sample, because the models, cameras and lights are kept.

It is quoted as a new project.

10 - 12

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

7 - 9

ORDER ONE DOOR IN TWO FINISHES AS A PAID TEST BEFORE THE RANGE

0 - 6

WALK AWAY, HOWEVER STRONG THE PORTFOLIO LOOKS

The question studios dodge most often is number 9

Plenty of studios render doors beautifully and have never delivered a real-time model to someone else's specification. Ask what file size and texture resolution they would aim for. A number is an answer; "it depends on the platform" with no follow-up question usually is not.



Maverick Frame production render.

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	Door renders for [collection], quote and twelve questions
02	Line 1	We need renders of [number] models in [number] finishes for [catalog / dealer portal / door builder] by [launch date].
03	Line 2	Attached: STEP files, the finish list with codes, our SKU naming and two references 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 file formats your developer needs, and ask which combinations you actually sell.

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.



Maverick Frame production render.

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 CAD, finish samples and a SKU list

STEP or CAD files per model, finish codes or a physical sample where the finish is hard to read, the SKU list your dealers use and whatever brief you have, in whatever state it is 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/
-------------------------	---

Door and window work	maverickframe.com/solutions/3d-product-visualization-for-door-brands-distributors/
-----------------------------	---

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.