



FIELD GUIDE / 2026 EDITION

Twelve Questions Before the Off-Plan Launch

Ask them before you sign a housing development rendering contract. A studio worth hiring answers all twelve in one email. The wrong one goes quiet when you ask how it keeps every plot and house type true to the master plan.

START HERE

Every failure was visible before you signed

Housing development rendering projects rarely fail on image quality. Pools at sunset and villas on a green hill are in every portfolio. 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 TWO
01	"Photoreal, of course"	One hero house looks great. The other house types stay as flat drawings, and the cheaper plots stall.
02	"We follow your master plan"	Plots, roads and heights drift. A buyer compares the aerial with the plot map and finds his house on the wrong side of the street.
03	"Options are easy"	Every facade, roof and colour option is quoted as a new view. Six options cost six times, and the cameras no longer match.
04	"Aerials too"	The aerial comes from another vendor, in another style, with houses that do not match the street views.
05	"We'll have it ready"	The images arrive after the investor meeting, the planning deadline or the sales launch. None of those dates moves for a late render.

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: the drawings, the options, the date

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. What do you need from us to start modelling the community?	A master plan or site plan, the house type plans and elevations; a site survey and a drone photo help. For a concept, the land and a brief.	"Send us a finished 3D model first."
2. How do you keep plots, roads, heights and trees true to the master plan?	Your master plan and the house type drawings are the source of truth, checked against them on previews.	"We use library houses and fill the plots."
3. How do you price facade, roof and colour options for each house type?	A price per variant from fixed cameras on a model already built, far below a new view.	Every option quoted as a new render.
4. When would I see the first draft, counted from complete drawings?	A number of working days, 3 to 5 for a still, 1 to 2 weeks for a first exterior and interior set, and what "complete" means.	"As soon as possible" or no number at all.
5. What happens if the investor meeting or the planning 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.
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."

Why questions 2 and 3 matter most

A new community is judged by people who check the plan. A buyer looks for his plot, a planning officer counts the heights and the trees, and a sales agent compares the house types side by side. Both questions are decided by how the studio builds the model before it starts.



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THE TEST, PART TWO

Questions 7 to 12: aerials, planning, films, files

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. Can you render the whole community from above, in the same style as the street views?

Yes, from the same site model: plots, roads, house types, amenities and landscape, set into a drone photo or real map context.

"Aerials are a different team."

8. Can a flyover or walkthrough film come from the same model?

Yes, with a camera path or storyboard agreed before rendering, and the length stated up front.

"We'd bring in a partner for that."

9. How do you show the new homes from nearby roads and houses for the planning application?

Accurate massing in its real context, from the street and from above, with planting and screening where the plans put them.

"We make it look nice; accuracy is the architect's job."

10. Which formats do you deliver for the deck, the planning file, the website and the brochure?

Deck and print resolution, web sizes, social and ad formats for the off-plan launch, agreed before cameras are framed.

"We send JPEGs, you resize them."

11. How do you price the next phase or a new house type?

Lower than the first: the site model, cameras, light and materials are reused, so each new phase costs less.

Every phase quoted as a new project.

12. Who exactly will model and render the project, and is any part passed on?

Named roles on the studio's own team, an NDA before drawings change hands, nothing published without approval.

"Our network", a pause, or silence.

10 - 12

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

7 - 9

ASK FOR ONE PAID TEST VIEW BEFORE COMMITTING THE SET

0 - 6

WALK AWAY, HOWEVER STRONG THE PORTFOLIO LOOKS

The question studios dodge most often is number 12

Subcontracting is common and not always bad. Hiding it is the problem. A community that is not funded or approved yet should not travel to people you never signed an NDA with, and a wrong plot cannot be fixed by a team you are not allowed to talk to.



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SEND IT

One email, three studios, one day

Copy the email below, fill in the brackets and send it to three studios on the same day. Compare the replies side by side: the differences show up in the first answer, not in the portfolio.

THE EMAIL TO SEND

01	Subject	Housing development renders for [project], quote and twelve questions
02	Line 1	We need [number] views of [a cottage community / a villa estate / a holiday village / a new neighborhood] for [investors / the planning application / the off-plan launch / the sales website] by [date].
03	Line 2	Attached, or after you sign our NDA: the master plan, the house type drawings, a site survey or drone photo and two references.
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, offer an NDA and ask you one or two questions back about the plots and the house types.

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/
Housing development work	maverickframe.com/solutions/housing-development-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.