



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Buyers **Pick a Floor.**

Ask them before you sign for an interactive apartment selector. A team worth hiring answers all twelve in one email. The wrong one goes quiet when you ask who updates the prices.

START HERE

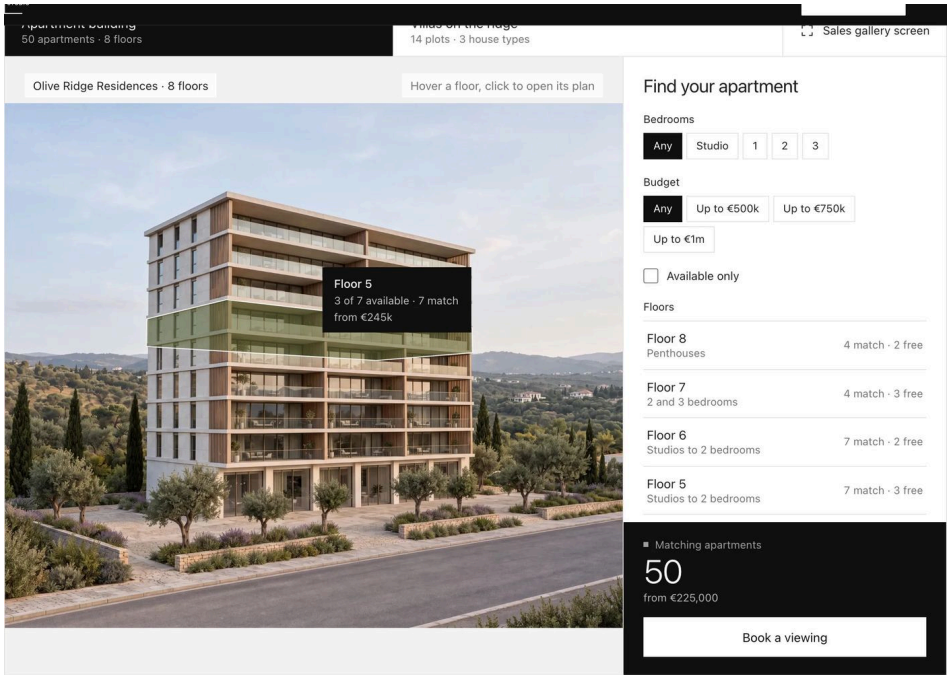
Every failure was visible before you signed

Apartment selectors rarely fail on the demo. A building that lights up floor by floor is in every sales pitch. 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 "Live availability"	Statuses are typed in by the vendor from your PDF. Sold apartments stay green for a week, and buyers call about them.
02 "We connect to any CRM"	Requests arrive as a plain email with no apartment number. Your agents copy them into the CRM by hand.
03 "Renders included"	The building comes from one studio and the selector from another. The floors on the render do not match the plans.
04 "Works on the touch screen too"	The sales gallery runs a separate app with its own price list, and it shows something different from the website.
05 "Ready for the launch"	The selector goes live after the sales launch. The launch event and the first buyers do not wait for it.

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.



Demo project: Olive Ridge is a fictional development. Prices and availability are illustrative.

Olive Ridge, the demo project on our selector page.

THE TEST, PART ONE

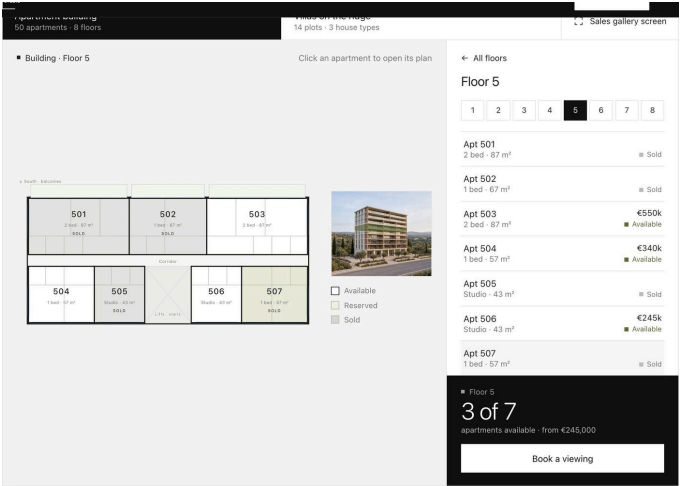
Questions 1 to 6:
the model, the data, the date

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?	The plans of every floor, the unit list with areas, the price list and the architect's model or drawings. Renders you already have help.	"Send us finished renders and we will trace them."
2. How do you keep the floors on the render true to the plans?	One 3D model of the building feeds the renders, the clickable floors and the floor plans, checked against the architect's drawings.	"We draw the floor outlines by hand over a picture."
3. Who updates prices and statuses, and how?	Your team in a simple table or admin, or automatically from your CRM. A change shows on the website and the sales gallery screen within minutes.	"Send us the new price list and we will update it."
4. Which CRM can it connect to, and what arrives there?	Any CRM with an API or webhooks. Each request arrives with the apartment, the finishes and the price the buyer chose.	"We send leads by email."
5. When would I see a working first version, counted from complete data?	A number of weeks, and what "complete data" means.	"As soon as possible" or no number at all.
6. What happens if the sales launch moves forward by two weeks?	A plan with what can go live first, for example the building and the plans, and what follows.	"We'll make it work" with no plan attached.

Why questions 2 and 3 matter most

A selector is judged by people who check it against reality. A buyer compares the floor on the render with the plan, an agent compares the status with the CRM, and a sales director compares the price with the latest list. Both questions decide whether the selector can be trusted on the day it goes live.



Demo project: Olive Ridge is a fictional development. Prices and availability are illustrative.
Olive Ridge, the demo project on our selector page.

THE TEST, PART TWO

Questions 7 to 12: finishes, plots, screens, ownership

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. Can buyers switch finishes and upgrades and see the price change?

Yes, on interiors rendered in each finish package from the same model, with the price recalculated on screen.

"Finishes are a PDF download."

8. Does it work for villas, townhouses and plots?

Yes: a site plan with every plot clickable, the house types that fit it, facades and one price for plot and house.

"We only do apartment buildings."

9. How does it run in the sales gallery?

A full-screen mode for touch screens and touch tables, with the same data as the website.

"That is a separate app."

10. How is it added to our website, and what happens to the page speed?

Added with a short code to any website, loaded only when a buyer reaches it, so the rest of the page stays fast.

"We will need to rebuild your website."

11. How do you add the next building or phase?

From the same setup: the new building, its floors and units are added to the existing selector and data source.

Every phase quoted as a new project.

12. Who builds the renders and the selector, and is any part passed on?

Named roles on the studio's own team, an NDA before plans and prices 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

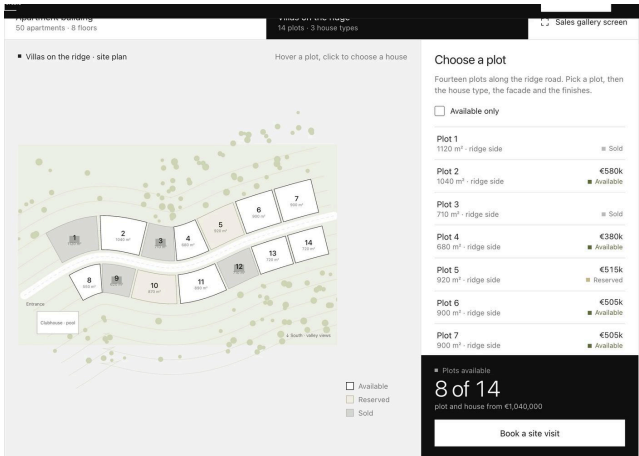
ASK FOR ONE PAID TEST VIEW BEFORE COMMITTING THE SET

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. Unreleased plans and prices should not travel to people you never signed an NDA with, and a wrong status cannot be fixed by a team you are not allowed to talk to.



Demo project: Olive Ridge is a fictional development. Prices and availability are illustrative.

Olive Ridge, the demo project on our selector page.

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

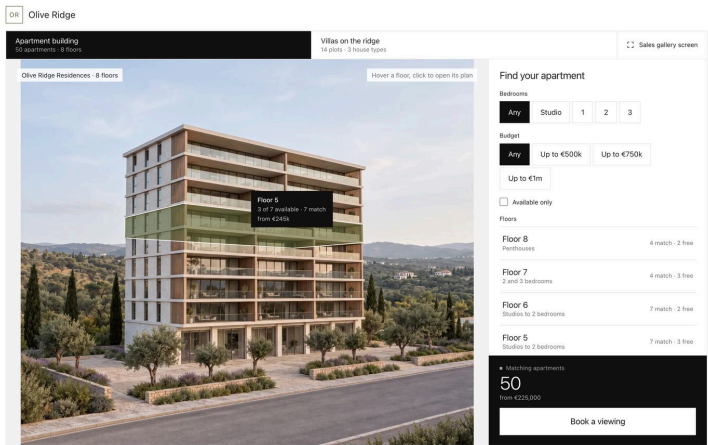
01	Subject	Interactive apartment selector for [project], quote and twelve questions
02	Line 1	We need a selector for [an apartment building / several buildings / a villa or townhouse community / a phase of N homes] on [our website / the sales gallery screen / both] by [date].
03	Line 2	Attached, or after you sign our NDA: the floor plans, the unit list, the price list, the architect's model or drawings and the name of our CRM.
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 weeks and named people, offer an NDA and ask you one or two questions back about the CRM, the sales gallery and your launch date.

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.



Olive Ridge, the demo project on our selector page.

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
Selector: plan and fixed quote	Within one business day of the plans and the price list
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
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/
Selector work	maverickframe.com/services/interactive-apartment-selector/
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.