



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Viewings End Without a Decision.

Ask them before you sign an office rendering contract. A studio worth hiring answers all twelve in one email. The wrong one goes quiet when the tenant asks for a Cat B option.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Every failure was visible before you signed

Office rendering projects rarely fail on image quality. Glass facades and bright lobbies 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 THREE
01 "We will show the space at its best"	The floor arrives as an empty slab with a few loose desks. Tenants still cannot see where eighty people would sit, meet and eat, and viewings end without a decision.
02 "A premium look for the building"	Library chairs, flat light and a generic skyline. The lobby could belong to the building down the road, and nothing in it supports the rent.
03 "Great views from every floor"	The view from the twelfth floor is a stock skyline. The first agent who knows the street spots it, and so does every tenant on the viewing.
04 "Revisions are no problem"	The second tenant wants a different Cat B layout. Each change is quoted as a new render, and the scene lives with someone else.
05 "Ready for the leasing launch"	The images land after the agents have started marketing on plans, and the brochure goes to print with placeholders.

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

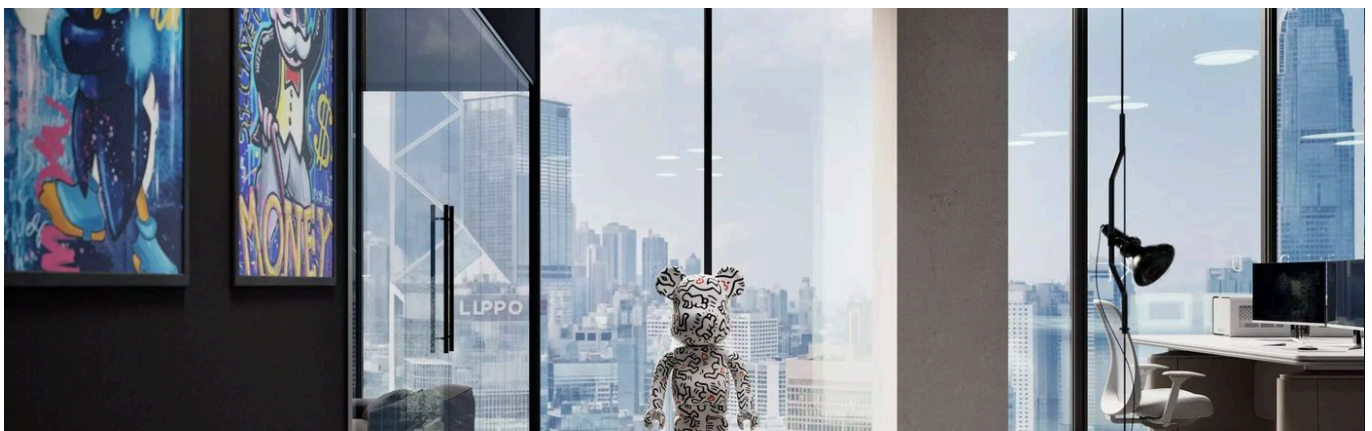
Questions 1 to 6: the floor, the view, the date

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 before you fit out a typical floor?	The floor plates, the test fit or space plan with a headcount, the Cat A specification and the kind of tenant you are letting to.	"Just send the drawings, we will furnish it."
2. How do you get the real view and daylight from each floor?	Surroundings modelled from the site plan, maps and site photographs, each camera placed on the floor it shows, the sun set for the orientation.	"We use a city backdrop."
3. Can you model the specified furniture and finishes, not library pieces?	Yes, from the FF&E schedule and the manufacturers' files, with the key pieces and materials agreed before modelling starts.	"Our library has very similar chairs."
4. When would I see the first draft, counted from a complete brief?	A number of working days, 3 to 5 for a still, 2 to 3 weeks for a set of 5 to 8 views, and what "complete" means.	"As soon as possible" or no number at all.
5. What happens if the leasing launch 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". It means nobody has priced them.

Why questions 2 and 3 matter most

The agent and the tenant are the two audiences an office render cannot fool. The agent knows the street and the view from every floor, and the tenant's designer knows a library chair when they see one. Both are decided by what the studio asks for before it starts.



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THE TEST, PART TWO

Questions 7 to 12: tenants, formats, files

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. When a tenant changes the layout, what do you update?

The existing scene: the test fit or finishes are swapped in the model and the same cameras are rendered again.

A new quote for each layout, from scratch.

8. Can you show the shell, Cat A and Cat B of one floor from the same camera?

Yes, as variants of one scene, so the three images line up side by side in the agent pack.

"That would be three separate projects."

9. Is the working scene archived after delivery?

Yes, so the next tenant, a refurbishment or the move-in film starts from it.

Only the final JPEGs exist after delivery.

10. Which formats do you deliver for the brochure, agent pack and website?

Print resolution for the brochure, web-weight files for the site and listing portals, social crops, agreed before cameras are framed.

"We send JPEGs, you resize them."

11. Can a walkthrough film and 360 tours come from the same model?

Yes, with a storyboard before rendering, and a plain answer on how the tours are hosted and open on a phone.

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

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

Named roles on the studio's own team, or an honest "yes, the entourage library" with the reason.

"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, because you cannot fix a wrong view or a missed launch 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	Office renders for [building], quote and twelve questions
02	Line 1	We need [number] views of [new office building / refurbished floors / a tenant fit-out] in [city] for [funding / planning / pre-letting / move-in] by [date].
03	Line 2	Attached: floor plates, elevations, the test fit or Cat A specification, the FF&E schedule, site photographs 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, and ask you one or two questions back about the target tenant and the floors you want shown.

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/
Office work	maverickframe.com/solutions/office-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.