



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Launch Goes to Five Suppliers.

Ask them before you sign with a development marketing agency or a CGI studio for your launch. A partner worth hiring answers all twelve in one email. The wrong one goes quiet when you ask who makes the renders for the brand it designs.

START HERE

Every failure was visible before you signed

Development launches rarely fail on the portfolio. Every agency has a glossy brochure and a dusk render. 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	"Full service, of course"	The brand comes from the agency, the renders from a freelancer, the website from a web studio. You end up coordinating all three.
02	"The brand is ready"	The logo was approved on a white page. Nobody tried it on a hoarding, a sales gallery sign or a website header until it was too late to change.
03	"The renders will match the brand"	The CGI studio lights the homes its own way. The brochure, the website and the hoarding show three slightly different projects.
04	"The website goes live with the launch"	It goes live without floor plans, availability or a form that reaches your sales team, and the first campaign sends buyers to a brochure page.
05	"Everything will be ready for the launch"	The sales gallery opens with temporary prints, because the renders arrived after the fit-out deadline. The launch date does not move.

You are not choosing a portfolio. You are choosing who holds the launch together.

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.



Maverick Frame concept launch for a villa community: the launch plan and positioning on one table.

THE TEST, PART ONE

Questions 1 to 6: the brief, the brand, the dates

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

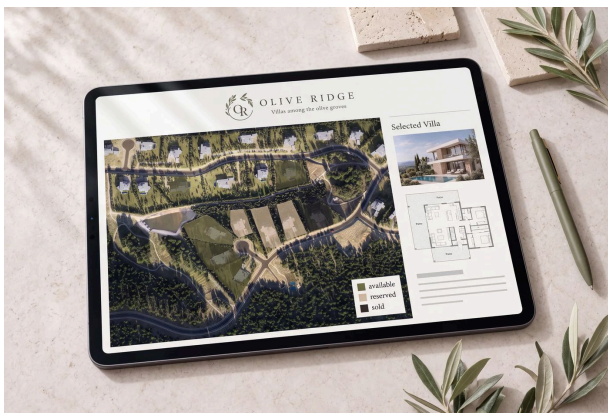
A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

1. What do you need from us to start, and can you start before the drawings are final?	The site plan, a massing model or drawings, the unit mix and who the homes are for. Positioning and the name can start before the design is frozen.	"Come back when the design is final."
2. Who works on the positioning and the name, and how is a name checked?	Names proposed with the reasoning, checked for the domain and social handles, with trademark clearance left to your lawyer.	"Pick one from this list."
3. Will the brand be tested on real launch pieces before sign-off?	Shown on the hoarding, the website header, the brochure cover and a sales gallery sign before you approve it.	A logo on a white page only.
4. Are the renders made by the same team that designs the brand?	Yes, in the brand's colours and light, from one 3D model of the project; or a named partner working to the brand book.	"We buy the renders somewhere."
5. When would I see the first names, the first render and the first web page, from a complete brief?	A number of working days for each, and what "complete" means.	"As soon as possible" or no number.
6. How many review rounds for the name, the identity, the renders and the website?	A fixed number for each piece, and what counts as one round.	"Unlimited revisions."

Why questions 3 and 4 matter most

A buyer meets your project on the hoarding, the website, the brochure and in the sales gallery before the first visit. If the brand and the visuals come from different teams, each of them shows a slightly different project. Both questions are decided before any work starts.



Maverick Frame concept launch for a villa community: a villa selector with available, reserved and sold plots.

THE TEST, PART TWO

Questions 7 to 12: website, sales, campaign, team

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. Will the website show availability and floor plans, and where do enquiries go?

An apartment or villa selector, floor plans, a tour, and an enquiry form connected to your CRM, plus a landing page per campaign.

"A brochure site; we add forms later."

8. What do brokers and investors get?

A sales deck for brokers, an investor presentation, the brochure and the price list layout, in print and digital formats.

"The brochure PDF works for everyone."

9. Can you design the sales gallery and its content?

The interior concept, the film and tour for its screens, large prints and a touch-screen selector. Your contractor builds the fit-out from the design.

"Send the prints to the printer."

10. Which campaign formats do you deliver, and who runs the ad budget?

Social posts, Reels, ad sizes, billboards and hoarding in your media plan's formats. The budget stays with your media agency or in-house team.

Creative and media in one fee with no breakdown.

11. What happens when the design or the prices change after launch?

The files and the 3D model are updated, not rebuilt, and the next phase costs less than the first.

Every change quoted as a new project.

12. Who exactly will work on my project, and is any part passed on?

Named roles on the 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

Passing work on is common and not always bad. Hiding it is the problem. A project that is not funded or launched yet should not travel to people you never signed an NDA with, and a wrong brochure cannot be fixed by a team you are not allowed to talk to.



Maverick Frame concept launch for a villa community: the sales gallery with a scale model and a film screen.

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	Launch package for [project], quote and twelve questions
02	Line 1	We are launching [a condo building / a villa community / a build-to-rent community / branded residences] of [number] homes in [city], with sales planned for [date], and need [the name and brand / renders and film / the website / the whole launch].
03	Line 2	Attached, or after you sign our NDA: the site plan, the drawings or a massing model, the unit mix and what is already done.
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, say who designs the brand and who makes the renders, offer an NDA and ask you one or two questions back about the buyer and the sales date.

What we would answer

Our own timelines and terms for renders and film are on the next page. Brand, website and launch materials are quoted per project, in the same format.



Maverick Frame concept launch for a villa community: construction hoarding with the launch campaign.

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/
Development marketing	maverickframe.com/solutions/real-estate-developers/
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.