



FIELD GUIDE / 2026 EDITION

Twelve Questions Before the Brochure Meets the Handover.

Ask them before you sign a real estate rendering contract. A studio worth hiring answers all twelve in one email. The wrong one goes quiet at the question about the unit mix.

START HERE

Every failure was visible before you signed

Real estate rendering projects rarely fail on image quality. Every studio can show a beautiful dusk facade. 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 AT THE SALES LAUNCH
01 "Changes are no problem"	Reservations open, the unit mix changes twice, and every new layout is quoted as a new render. The floor plans stop matching the price list.
02 "We'll make it irresistible"	The balcony view shows open parkland where the next block will stand. Buyers bring the brochure to the handover.
03 "We can pick up phase two any time"	Phase two comes from another studio, with a different sky, stone and camera height. The scheme no longer looks like one brand.
04 "One set of images does everything"	The dusk hero is too styled for the planning committee, and the accurate street views leave the sales suite flat.
05 "Ready well before the launch"	The renders land after the reservation event. The brokers open sales with two images and a PDF of plans.

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 launch and the changes

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. When would I see the first draft, counted from a complete brief?	A number of working days, 3 to 5 for a still, and what "complete" means: plans, elevations, the finishes schedule.	"As soon as possible" or no number at all.
2. Can you plan the package backwards from our sales launch date?	A dated plan with previews early enough for your sales and design teams to review. A package of 5 to 8 views typically takes 2 to 3 weeks.	One delivery date and nothing to see before it.
3. What happens if the launch or an investor meeting 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.
4. If the unit mix changes after reservations open, what does an updated view cost?	Much less than the first render, because the scheme is one model: the layout or material is changed and re-rendered.	Every changed unit type quoted as a new render.
5. Are the floor plans for each unit type built from the same model as the stills?	Yes, so a changed layout updates the floor plan, the interior and the brochure image together.	Floor plans drawn separately, by someone else.
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 4 matter most

Off-plan sales do not wait for a frozen design. Reservations open while the unit mix, the facade and the finishes still move, and the launch date does not. A studio that plans back from the date and prices changes against one model keeps the brochure and the price list telling the same story.



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THE TEST, PART TWO

Questions 7 to 12: truth, planning and phases

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. Will the views use the real orientation, sun path and neighbouring buildings?

Yes: the site is set to true north and its location, and neighbours come from the site plan, survey or photographs.

Views chosen for what looks best, whatever the window really faces.

8. How do you keep the styling within what we will actually deliver?

Finishes checked against your specification. Furniture and planting are styled; the building, balconies and views stay as drawn.

"Buyers expect a bit of magic."

9. Can you produce planning views and marketing views from the same model?

Yes: accurate eye-level views for the submission and emotive views for sales, each made and labelled for its audience.

One set of images offered for both.

10. For a planning view, where do the camera position and height come from?

From the site plan or a photographed viewpoint, at eye level, recorded so the planning officer can check it.

"Wherever the building looks best."

11. When phase two starts, can you reopen the same scene?

Yes: the working scene, lighting and cameras are archived, so new units and phases match the first.

Only the final JPEGs exist after delivery.

12. Can the brochure, the flythrough, the tour and the ads come from one model?

Yes, with the same finishes and lighting, in every format your agency needs, so the scheme reads as one brand.

"We'd bring in a partner for the film."

10 - 12

GOOD ANSWERS: HIRE, AND ASK FOR THE PLAN
BACK FROM THE LAUNCH DATE IN WRITING

7 - 9

ASK FOR ONE PAID TEST VIEW BEFORE
COMMITTING THE LAUNCH PACKAGE

0 - 6

WALK AWAY, HOWEVER STRONG THE PORTFOLIO
LOOKS

The question studios dodge most often is number 7

Orientation decides what a buyer sees from the balcony and when the sun reaches it. Get it wrong and the render becomes a promise the building cannot keep, and that surfaces at handover, not at launch. Ask where north is in the scene and how the neighbours were placed.



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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	Real estate renders for [development], quote and twelve questions
02	Line 1	We need [number] views of [development] in [city] for [lenders / planning / off-plan sales], with the sales launch on [date].
03	Line 2	Attached: plans, elevations, the unit mix, the finishes schedule 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 people, and ask you back about the launch date, the unit types and who will see the images.

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 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/
Real estate work	maverickframe.com/solutions/3d-rendering-for-real-estate/
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.