



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Community Looks Like a Hospital.

Ask them before you sign a senior living rendering contract. A studio worth hiring answers all twelve in one email. The wrong one goes quiet when you ask who builds the model.

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START HERE

Every failure was visible before you signed

Senior living rendering projects rarely fail on image quality. Sunny courtyards and styled lounges 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 "Warm, welcoming interiors"	Bright empty corridors, cold finishes and no people. The community reads as an institution, and families see a facility instead of a home.
02 "Investor-ready visuals"	A set of nice images with no story: no arrival, no dining, no suite. Investors still cannot see why a resident would choose this community.
03 "Just send us the model"	There is no model yet, only facades, a room plan and photos. The studio waits for BIM, and the capital raise slips.
04 "Ready for your launch"	Model suites and amenities are booked after the building is up. The waitlist campaign starts months late.
05 "Easy to extend later"	The memory care wing opens next year and the studio quotes a new project, because the scene was never kept.

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

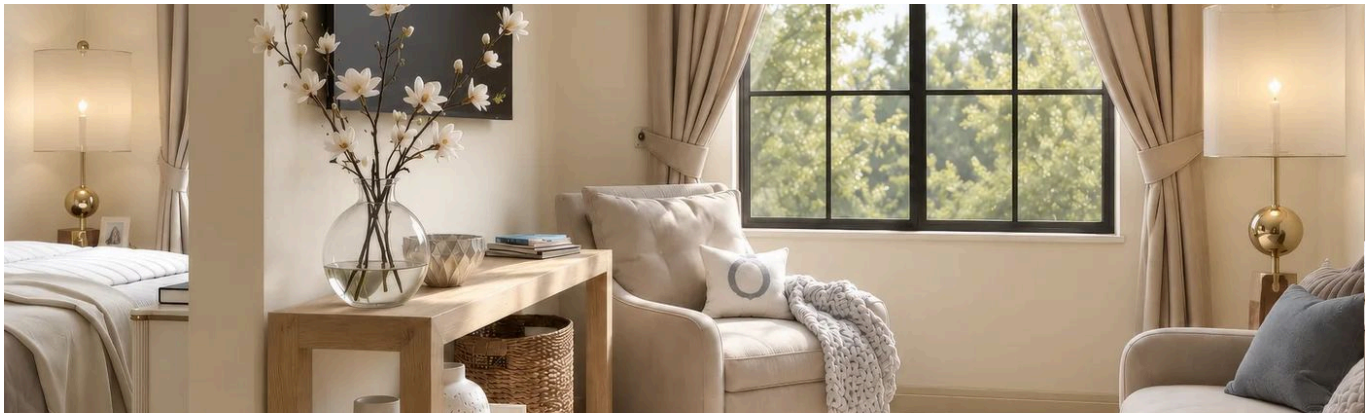
Questions 1 to 6: the mood, the model, the date

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. How will you make our community feel like a home, not a clinic?	Residential materials and light, furniture from your finish schedule, residents and families in the scene, and no hospital cues such as bare corridors.	"We render exactly what is in the model."
2. Which views would you show investors first, and why?	A short sequence: arrival, lobby, dining, a resident suite and the campus from above, each tied to a question an investor asks.	"As many views as your budget allows."
3. Can you start without a 3D model?	Yes: facades of the key walls, room plans with dimensions and reference photos are enough to build the model, and they say what else they would ask for.	"We need the full BIM model first."
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 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.
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 1 and 3 matter most

Families choose a home and investors fund a home, so the mood is the product. And most senior living projects reach the studio before a full model exists. Both are decided by what the studio asks for before it starts.



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THE TEST, PART TWO

Questions 7 to 12: phases, formats, files

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. When the next wing or phase opens, what do you reuse?

The same campus model: the new wing is added to it and rendered with new cameras, not modelled again.

A new quote from scratch for each phase.

8. Can you render model suites and amenities before they are built?

Yes, from CAD and the finish schedule, so brochure, website and tour views are ready while the building goes up.

"Better to photograph the show suite."

9. Is the working scene archived after delivery?

Yes, so the leasing film, a new floor plan or a refurbishment starts from it.

Only the final JPEGs exist after delivery.

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

Print resolution for the brochure, web-weight files for the website and listings, 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 tours are hosted and open on a phone for families.

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

12. Who exactly will model and render the project, 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 cold lounge or a missed investor date 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

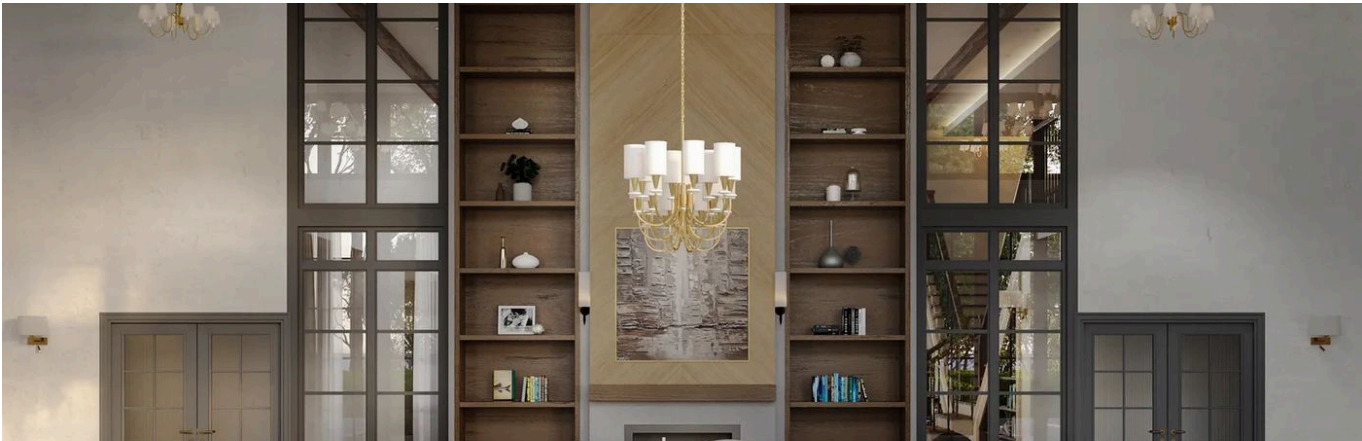
01	Subject	Senior living renders for [community], quote and twelve questions
02	Line 1	We need [number] views of [an assisted living / memory care / independent living / CCRC] project in [place] for [investors / planning / pre-leasing / the opening] by [date].
03	Line 2	Attached: drawings or facades, room plans with dimensions, the finish schedule and two references for the mood.
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 residents and who the images are for.

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/
Senior living work	maverickframe.com/solutions/senior-living-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.