



FIELD GUIDE / 2026 EDITION

# 9 Render Mistakes That Quietly Kill Off-Plan Sales.

Nine things in a real estate render set that make a flat look smaller, darker or less honest than it is, why each one costs you buyers, and what to ask your studio for instead.

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START HERE

# Buyers decide in seconds. The render decides first.

An off-plan buyer has no flat to walk through. They scroll a portal or a brochure, look at a render for a few seconds and decide whether the home is bright, generous and worth the asking price. Then they book a viewing, or they do not.

Most renders that fail are not ugly. They are technically fine and commercially wrong: the sun sits on the wrong side, the lens stretches the room, the view from the balcony is invented. Each one plants a small doubt, and the sales team spends the next year talking it down at viewings, on the phone and in the reservation meeting.

The mistakes in this guide are the ones a buyer can feel without being able to name. They do not need a trained eye to spot once you know them, and every one of them can be fixed in the brief, before the studio opens the scene.

| WHAT THE RENDER SHOWS                                | WHAT THE BUYER CONCLUDES                                                                                         |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| 01 A balcony in full midday sun on a north elevation | The flat is bright all day. The site visit then proves otherwise, and the buyer wonders what else was flattered. |
| 02 A living room shot with an ultra-wide lens        | The room is huge. The show flat then feels small, and the price suddenly looks high.                             |
| 03 The building on a white or blurred background     | Nobody wants to show what is next door, so it must be a car park, a railway or worse.                            |
| 04 A rooftop pool seen only from a drone             | A blue rectangle. Hard to picture using it, and easy to leave out of what the price is worth.                    |
| 05 Empty, unlit rooms at dusk                        | Nobody lives here yet, and nobody is in a hurry to be the first.                                                 |

## Buyers do not compare your render with other renders.

They compare it with the day they get the keys. Every image that promises more than the building delivers is borrowed against that day, and it is paid back in hard viewings, renegotiations and reviews. A render that is slightly less dramatic and entirely true sells for longer.



Maverick Frame production render.

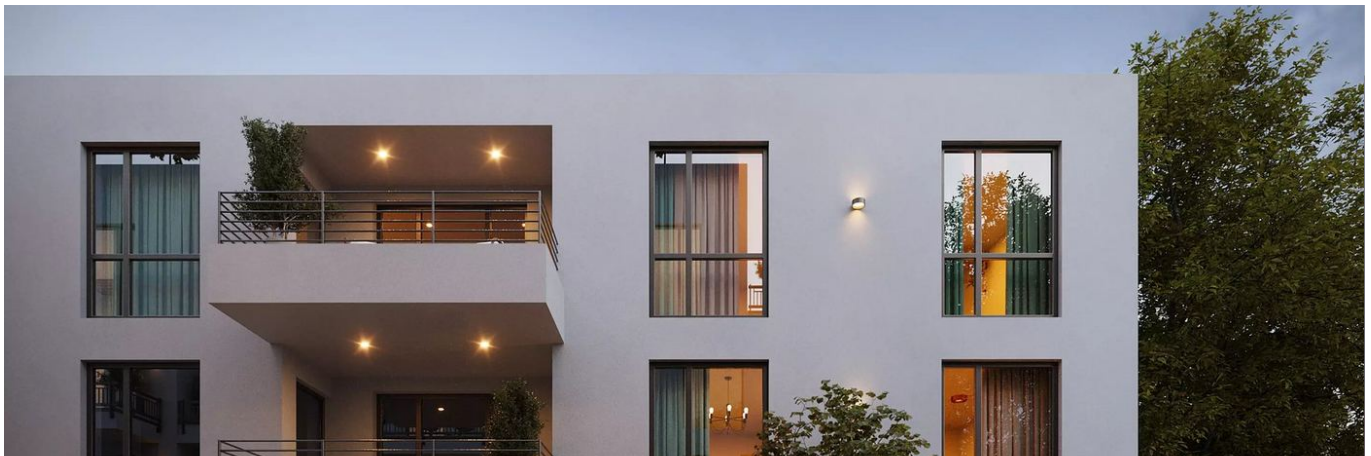
MISTAKES 1 TO 5

# Light, lens and the things you cannot see

| THE MISTAKE                          | WHY IT COSTS YOU                                                                                                                                        | THE FIX                                                                                                                                                    |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The sun on the wrong side         | Buyers check orientation on the plan. A sunny hero on a north-facing block reads as a trick once they notice. Most do it before they book a viewing.    | Ask the studio to set the sun from the real site orientation and latitude, and to name the time of day.                                                    |
| 2. A lens that stretches rooms       | An ultra-wide camera doubles the apparent size of a bedroom. The show flat or the handover then disappoints. Some buyers keep the brochure and compare. | Ask for a moderate focal length at standing eye height, and for the room's real area in the caption.                                                       |
| 3. Empty or half-dressed rooms       | Bare rooms read smaller and colder, and nobody can tell whether a double bed or a dining table fits.                                                    | Ask for furniture at true sizes for your market, arranged the way a buyer would actually live. Two or three dressed rooms are enough.                      |
| 4. A view that does not exist        | Upper floors are priced on the view. A generic skyline or a painted sky makes the premium look invented.                                                | Ask for the view from drone photographs taken at floor height, or from an accurate model of the surroundings. Upper and lower floors get their own frames. |
| 5. Amenities shown only from the air | Residents pay a service charge for the pool, gym and garden. A drone shot shows a shape, not a reason to pay it.                                        | Ask for at least one eye-level frame of each amenity, with people using it at a believable time of day.                                                    |

## None of these costs more to get right

The right sun, lens and furniture take the same hours as the wrong ones. They only need to be in the brief before the first draft, not in the comments after it. Send the site plan with north marked, the floor plans and the furniture you would put in the show flat, and most of this page is solved before anyone opens the scene.



Maverick Frame production render.

MISTAKES 6 TO 9

# Context, people and the specification

| THE MISTAKE                          | WHY IT COSTS YOU                                                                                                                                     | THE FIX                                                                                                                                    |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 6. Planting at twenty years' growth  | Buyers arrive to saplings and bare beds. The landscape they paid for looks unfinished for years. It also invites comparison with the site hoarding.  | Ask for planting at the size it will be at handover, or a clear caption saying it is shown mature.                                         |
| 7. A building with no neighbours     | Transport, parks and schools justify the price. Without them the buyer fills the gap with the worst guess.                                           | Ask for the real street, neighbouring buildings and one landmark a local buyer would recognise. Generic surroundings are fine beyond that. |
| 8. People who look pasted in         | Stock cut-outs, the wrong season and staring faces make the whole image read as fake, not just the figures. Buyers stop trusting the building too.   | Ask for a few people, lit and scaled with the scene, dressed for the season and doing something ordinary.                                  |
| 9. Finishes that are not in the spec | Stone worktops in the render and laminate in the flat turn a sales tool into a complaint, or worse. Sales staff end up apologising for the brochure. | Ask the studio to match every visible finish to your specification schedule, and flag anything indicative.                                 |

Score your current set: one point for every mistake you can see in at least one image. A single view can cost several points, and a set of twenty images rarely scores zero. The aim is not a perfect score but no surprises on the day the buyer walks in.

0 - 1

READY TO PUBLISH

2 - 3

FIX BEFORE LAUNCH

4+

RE-BRIEF THE SET

## Where to start if the score is high

Fix 1, 4 and 9 first. Orientation, views and finishes are the three a buyer can check against the plan, the site and the contract, so they are the ones that turn into renegotiations. The others cost you interest; these cost you trust.



Maverick Frame production render.

THE ONE PAGE

# Check any render set in five minutes

Hold this list against your current renders, a competitor's listing on the same portal, or a studio's portfolio before you commission it, ours included. Each line is one mistake from the previous pages, in the same order.

### The render checklist

- ☐ The sun comes from the side the building actually faces.
- ☐ Rooms are shot at eye height with a lens that keeps their real proportions.
- ☐ Every room is furnished at true sizes, the way a buyer would live in it.
- ☐ The views from windows and balconies are the real ones for that floor.
- ☐ Each amenity has at least one eye-level image with people using it.
- ☐ Planting is shown at handover size, or clearly captioned as mature.
- ☐ The real street, neighbours and one local landmark are in frame.
- ☐ People are few, natural, in season and lit like the rest of the scene.
- ☐ Every visible finish matches the specification schedule.

Run it on the five images that do most of the selling: the hero exterior, the living room, the best view, the main amenity and the street approach. If those five pass, the rest of the set usually follows. If they fail, fix them before you pay for more views.

### If you ticked three or more

Do not patch images one by one. Re-brief the set with orientation, floor plans, the specification schedule and site photographs attached, so every view is corrected at the source.

### Check us the same way

Our own rates and studio terms are on the next page, so you can hold us against the same list before you send anything.



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

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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 | <a href="https://maverickframe.com/contacts/">maverickframe.com/contacts/</a>                                                             |
| Real estate work | <a href="https://maverickframe.com/solutions/3d-rendering-for-real-estate/">maverickframe.com/solutions/3d-rendering-for-real-estate/</a> |
| Or email         | <a href="mailto:sale@maverickframe.com">sale@maverickframe.com</a>                                                                        |

### 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.