



FIELD GUIDE / 2026 EDITION

One Building, Five Image Sets. Model It Once.

What to render from concept to construction, what the model carries forward, and a priced composite showing why the fifth set should cost a fraction of the first.

START HERE

You paid for this building already

A building is rendered many times before it is finished. Massing options for the architect, a hero for the investor deck, street views for planning, a brochure set, hoarding images for the site. The drawings barely change. The model, too often, is built again every time.

It happens for ordinary reasons. The concept images came from the architect's office, the planning set from a studio the consultant knew, the brochure from the agent's supplier. Each one quotes a model from scratch, and each one is briefed late: the planning set is ordered a fortnight before submission, when there is no room to test a single view.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	A new model for each image set	One model, detailed as the design firms up
02	Views chosen again for every audience	Planning views reused as sales angles
03	Materials drift between permit and brochure	The approved facade is the one buyers see
04	Rendering ordered the week it is needed	Next set booked while the model is open

The drawings change a little. The model should change with them.

Detail the model in step with the design and every later set pays for new cameras and new rooms, not for the building again. That is the whole idea of this roadmap.



Maverick Frame production render.

THE ROADMAP

What to render, concept to build

One row per stage, in the order the project meets them. The last column is what to insist on keeping, so the next set starts from a model that already exists.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Quick massing views of two or three design options	Architect, client, design reviews	Massing model, site, first views
Finance	Aerial context shots and one hero render	Investors, lenders, feasibility packs	Context model, hero camera
Permit	Street-level views in real context, shadow studies	Planning officers, public consultation	Facades, planting, verified viewpoints
Sell	Exterior and interior heroes, 3D floor plans, amenity views	Brochures, listings, sales suite	Interiors, materials, full model
Build	Phasing views and progress visuals	Partners, site hoardings, investor updates	The finished model for the next scheme

Start where you are

If you are at Permit, order the street views now and ask for the model to be built with real facade materials rather than planning greys, and kept by the studio. The Sell set then adds interiors and cameras to a building that already exists.



Maverick Frame production render.

WHAT IT COSTS

Five sets, priced as one and as five

A composite for a mid-size residential building, priced at mid-market studio rates. Image counts and unit prices are identical in both totals; only the modelling changes.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: massing model, two options	once	\$1,200
02 Concept: six massing views, three per option	6 x \$300	\$1,800
03 Finance: aerial context and site added	scene reused from Concept	\$700
04 Finance: two aerials and a hero render	3 x \$500	\$1,500
05 Permit: facades, street context, planting	scene reused from Finance	\$1,600
06 Permit: four street-level views	4 x \$450	\$1,800
07 Permit: shadow study, four times of day	4 x \$250	\$1,000
08 Sell: interiors and amenities added	scene reused from Permit	\$2,000
09 Sell: three exterior and four interior heroes	7 x \$550	\$3,850
10 Sell: five unit-type 3D floor plans	5 x \$300	\$1,500
11 Build: phasing states of the same model	scene reused from Sell	\$500
12 Build: four phasing views and a hoarding hero	5 x \$400	\$2,000
Concept stage		\$3,000
Finance stage		\$2,200
Permit stage		\$4,400
Sell stage		\$7,350
Build stage		\$2,500

Planned as one roadmap \$19,450

The same visuals bought stage by stage, from scratch \$31,550

The from-scratch total assumes each stage goes to a new vendor who models the building to the detail that stage needs, from \$1,200 at Concept to \$6,000 at Build. Planned as one roadmap, the \$6,000 model is paid for once, in instalments. The difference is \$12,100.

15%

CONCEPT, \$3,000

11%

FINANCE, \$2,200

23%

PERMIT, \$4,400

38%

SELL, \$7,350

13%

BUILD, \$2,500

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for architectural rendering. They send the current drawings and say who the images are for. At every stage, this list is enough to quote from.

01	Concept: the options	Sketches, massing or a working model of each option. Say which one the client leans towards.
02	Concept: the review	Who sees the images and what they must decide. It sets the angles.
03	Finance: the site	Site boundary, surroundings and the one view that sells the location.
04	Permit: the viewpoints	The streets the planning officer will stand in, marked on a plan.
05	Permit: the rules	Any viewpoint or shadow requirements from the planning authority, as written.
06	Sell: the finishes	Material and finish schedules, plus the rooms you are selling on.
07	Sell: the units	Unit types and plans for the 3D floor plans, with the price list order.
08	Build: the phases	The construction sequence and which phase each hoarding faces.
09	Any stage: the date	The submission, meeting or launch date. A package takes 2 to 3 weeks.

Change stage, keep the scene

Ask us to keep the model and the approved cameras when a set is delivered. When the project reaches the next stage, send the updated drawings and we quote only the difference: new detail, new rooms, new views.

Rates and terms overleaf

Freelance and studio ranges for exterior and interior stills, our turnaround times and what a revision round covers are on the next page, so every line of this composite can be checked.

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/
Architectural work	maverickframe.com/services/3d-architectural-rendering-services/
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.