



FIELD GUIDE / 2026 EDITION

Lender to Launch: One Exterior Model. \$16,000 Not Spent.

Which exterior visuals to order at each stage, what carries over to the next one, and what share of the budget each stage takes, priced both ways.

START HERE

Why the same facade gets rendered five times

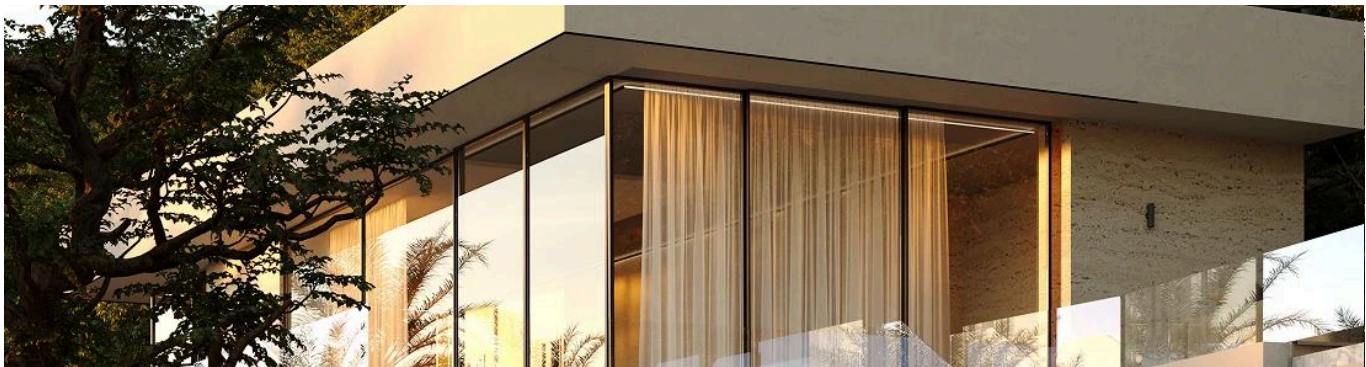
An exterior is shown to five different audiences before the keys are handed over: the lender, the planning committee, buyers, construction partners and the public at launch. Each needs different images. None of them needs a different building.

Budgets leak in two places. First, each stage is briefed as a fresh job, often to a new studio, so the site, the facade, the planting and the lighting are modelled again. Second, the images are ordered too late for the decision they were meant for: the day and night pairs arrive after the committee date has moved, the sales set after the launch event is booked.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Site and massing modelled for every quote	Site model built at Finance and kept
02	Planning views and sales views disagree	The approved facade is the one on the brochure
03	Hero stills commissioned twice, for sales and launch	Sales heroes reused at launch, new film added
04	360 tours and films priced as separate projects	Tours and films rendered from the same scene
05	Each set ordered when the deadline is visible	The next set booked while the scene is open

Five audiences, one building, one model.

Build the site and facade properly once, then add interiors, phases and cameras as the project needs them. Every later stage pays for images, not for the building again.



Maverick Frame production render.

THE ROADMAP

The roadmap, finance to launch

Read across a row for what to order at that stage and who it is for. The last column is what to ask the studio to keep, so the next set starts where this one finished.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Finance	Aerial massing, site context and one hero view	Lenders, investment committee	Site model, massing, aerial cameras
Permit	Eye-level street views, landscaping, shadows, day and night pairs	Planning officers, community review	Facade detail, planting, light rigs
Sell	Hero exteriors, interiors, floor plans and a 360° tour	Brochures, listings, sales office	Interiors, hero cameras, panoramas
Build	Phasing views and a construction sequence animation	Partners, site updates	Phase states, animation cameras
Launch	Flythrough film, hero stills and social cuts	Website, ads, the opening	The master scene and edit for campaigns

Start where you are

If you are at Sell, order the heroes and the 360° tour now and ask for two things: the scene is kept with all cameras, and the panorama positions are chosen so they can be flown between later. The construction sequence and the launch film then start from a finished, lit building.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced both ways

A composite for a residential scheme of around eighty units, priced at mid-market studio rates. Image counts, film lengths and unit prices are identical in both totals; only the scene work changes.

LINE ITEM	BASIS	AT STUDIO RATES
01 Finance: site and massing model	once	\$1,400
02 Finance: aerial massing, context and hero view	3 x \$500	\$1,500
03 Permit: facade, planting and street context	scene reused from Finance	\$1,800
04 Permit: four street views, two day and night pairs	8 x \$425	\$3,400
05 Sell: interiors added to the model	scene reused from Permit	\$2,200
06 Sell: six hero views, exterior and interior	6 x \$550	\$3,300
07 Sell: 360° tour, six panoramas	6 x \$600	\$3,600
08 Sell: four 3D floor plans	4 x \$300	\$1,200
09 Build: phase states of the same model	scene reused from Sell	\$600
10 Build: construction sequence, 45 s	0.75 min x \$4,000	\$3,000
11 Launch: film cameras, grade and titles	scene reused from Build	\$500
12 Launch: flythrough film, 60 s	1 min x \$5,000	\$5,000
13 Launch: six social cuts from the film	6 x \$250	\$1,500
Finance stage		\$2,900
Permit stage		\$5,200
Sell stage		\$10,300
Build stage		\$3,600
Launch stage		\$7,000
Planned as one roadmap		\$29,000
The same visuals bought stage by stage, from scratch		\$45,000

The from-scratch total has each stage modelled again by a new vendor to the detail that stage needs, from \$1,400 at Finance to \$6,500 at Launch. The launch reuses the sales heroes in both totals. Planned as one roadmap, the \$6,500 scene is paid for once, in instalments, and the difference is \$16,000.

10%

FINANCE, \$2,900

18%

PERMIT, \$5,200

36%

SELL, \$10,300

12%

BUILD, \$3,600

24%

LAUNCH, \$7,000

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for exterior rendering. They send what the project already has and say who the images are for. At any stage, this is enough to quote from.

01	Finance: the site	Site plan, boundary and a location pin. Say what the lender must understand from one image.
02	Finance: the massing	Massing model or plans and elevations, in whatever state they are in.
03	Permit: the viewpoints	The streets and neighbours the committee will look from, marked on a plan.
04	Permit: the landscape	Landscape plan and the planting age you want shown: at completion or mature.
05	Sell: the finishes	Facade and interior finish schedules, and the rooms you are selling on.
06	Sell: the tour	Where the 360° panoramas should stand, and where the tour will be published.
07	Build: the phases	The construction programme and the milestones partners will ask about.
08	Launch: the brand	Logo files, brand guidelines, the music route and the ad channels for the cuts.
09	Any stage: the date	The meeting, submission or launch date. A package takes 2 to 3 weeks.

Change stage, keep the scene

At the end of each set, ask us to keep the scene and the cameras. When the next stage arrives, send the updated drawings and a line on the audience; we quote only the new detail and the new images.

Rates and terms overleaf

Freelance and studio ranges for stills and animation, our turnaround times and what a revision round covers are on the next page, so every unit price above can be checked against the market.

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/
Exterior work	maverickframe.com/services/3d-exterior-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.