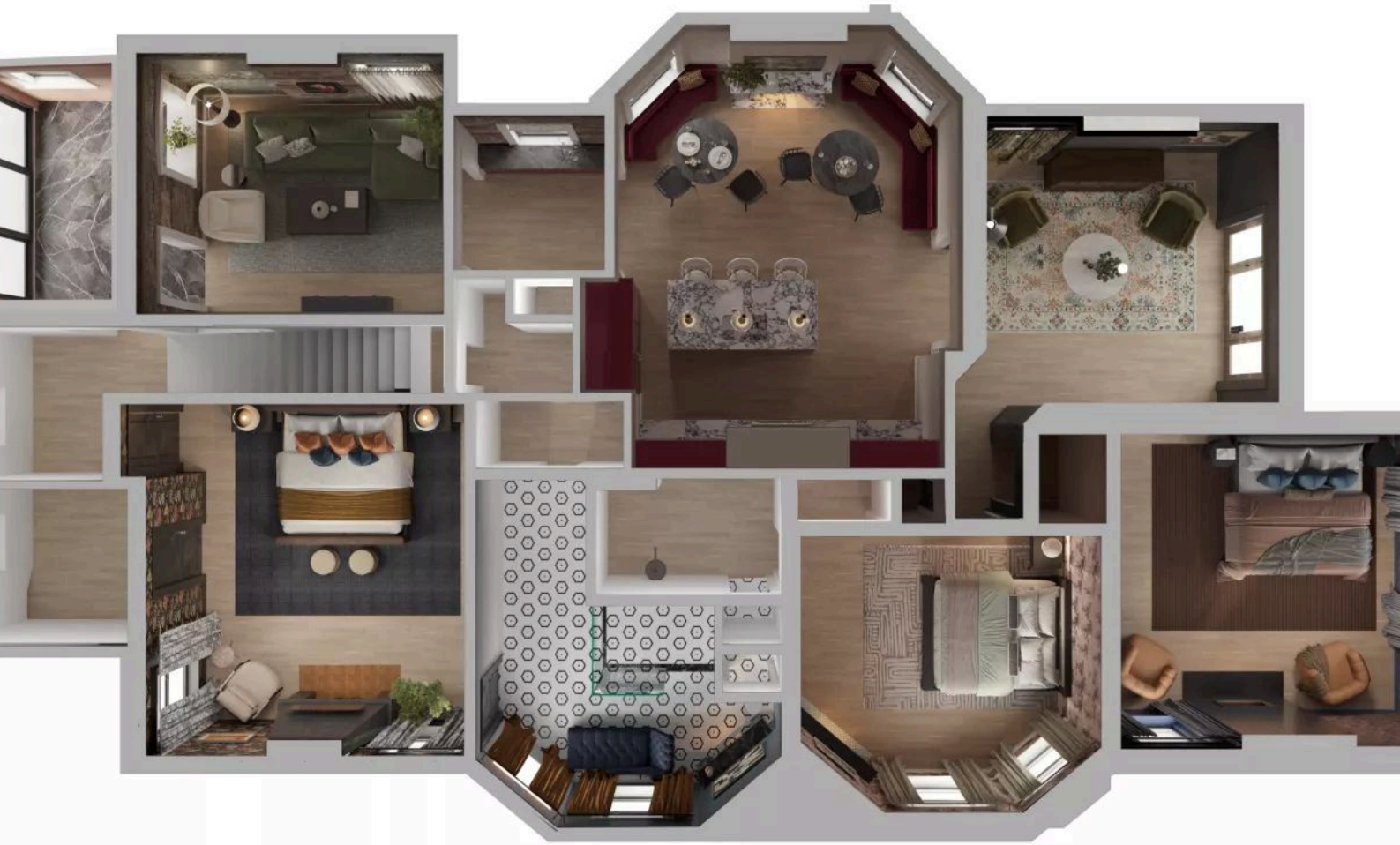
MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Four Unit Types. Five Plan Sets. One Set of Models.

Which plan sets to order from layout to resale, what the unit models carry over, and a priced composite of the whole run against rebuilding the units every time.

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START HERE

The same flat, drawn five times over

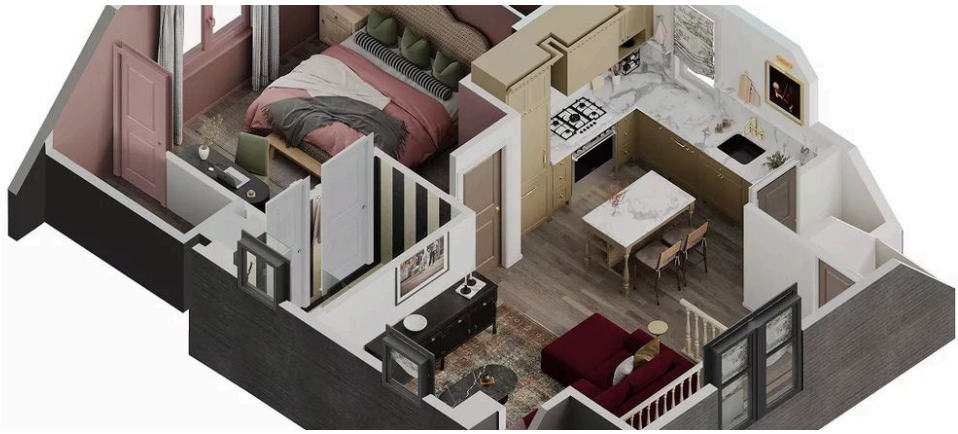
A residential building needs floor plans long before it has buyers and long after it has sold. Layout options for the architect, clean sheets for the lender, furnished plans for the price list, styled plans for the portals, refreshed plans for resale and lettings. The walls hardly move.

Yet each set is usually commissioned as new work. The layout plans came from the architect, the presale set from the agent's supplier, the portal set from whoever the marketing team found that month. Every one of them builds the unit models again, and the late ones arrive after the price list has gone to print with flat grey plans in it.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Unit models rebuilt for each plan set**	Four unit models built once and kept
02	**Furniture and finishes differ between brochure and portal**	One furniture library, restyled when needed
03	**Dollhouse views and site plans quoted as new projects**	Rendered from the same units and site model
04	**Resale plans redrawn from paper years later**	Resale set restyled from the original files

Plans are the one visual every buyer reads. They should not be rebuilt every season.

Model the unit types once, to a standard that can take furniture, finishes and a site later, and every new plan set is a restyle and a render, not a rebuild.



Maverick Frame production render.

THE ROADMAP

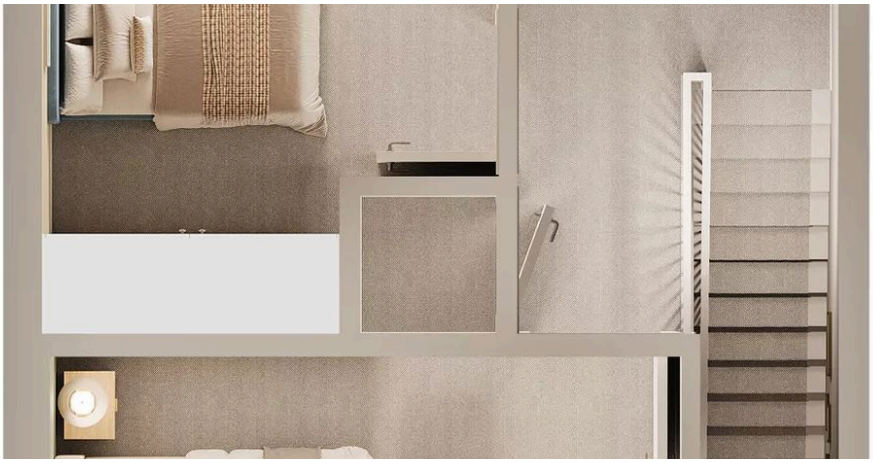
Which plan set, at which stage

Five stages, from the first layout test to the first resale listing. The last column is what to keep, so each set starts from unit models that already exist.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Layout	Quick 3D plans of layout options, lightly furnished	Owners, architects	Shell models of every option
Approve	Clean coloured plans and unit type sheets	Investment committees, lenders, partners	Final layouts, locked walls and openings
Presale	Furnished 3D plans of every unit type	Price list, brochure, sales office screens	Furniture, finishes, plan cameras
Market	Styled plans, dollhouse views and a 3D site plan	Listings, portals, project website	Site model, dollhouse cameras
Resale	Refreshed plans with new furniture or finishes	Resale listings, rental portals, tenant guides	The styled unit library for the next cycle

Start where you are

If you are at Presale, order the furnished plans now and ask for the unit models to be built with real wall heights and openings, and kept. The dollhouse views and the site plan at Market then need cameras and a site, not new units.



Maverick Frame production render.

WHAT IT COSTS

Five plan sets, priced both ways

A composite for a building with four unit types, priced at mid-market studio rates. Plan counts and unit prices are the same in both totals; only the unit modelling changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Layout: shell models of eight layout options	8 x $100	**$800**
02	Layout: eight quick 3D option plans	8 x $300	**$2,400**
03	Approve: chosen layouts locked and cleaned	scene reused from Layout	**$300**
04	Approve: coloured plans and unit type sheets	4 x $300	**$1,200**
05	Presale: furniture and finishes added	scene reused from Approve	**$1,400**
06	Presale: furnished 3D plans, every unit type	4 x $400	**$1,600**
07	Market: site model added around the units	scene reused from Presale	**$1,200**
08	Market: styled plans and dollhouse views	4 x $450	**$1,800**
09	Market: 3D site plan	1 x $600	**$600**
10	Resale: new furniture and finishes	scene reused from Market	**$800**
11	Resale: refreshed plans for listings	4 x $350	**$1,400**
	Layout stage		$3,200
	Approve stage		$1,500
	Presale stage		$3,000
	Market stage		$3,600
	Resale stage		$2,200
	Planned as one roadmap		**$13,500**
	The same visuals bought stage by stage, from scratch		**$19,200**

The from-scratch total has each set modelled again by a new supplier to the detail it needs: $1,000 for clean layouts, $2,400 for furnished units, $3,600 once a site is added, $2,400 for a restyled resale set. Planned as one roadmap, the models are built once and adjusted, and the difference is $5,700.

24%
LAYOUT, $3,200

11%
APPROVE, $1,500

22%
PRESALE, $3,000

27%
MARKET, $3,600

16%
RESALE, $2,200

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for floor plans. They send the drawings they have and say where the plans will be published. This is enough to quote from at any stage.

01	**Layout: the options**	The layout options as PDF or CAD, one per unit type. Say which are serious.
02	**Layout: the question**	What the owner is comparing: unit mix, furniture fit, storage, views.
03	**Approve: the sheet format**	The page size and what each unit sheet must carry: area, orientation, number.
04	**Presale: the finishes**	The finish schedule and a furniture reference, or a line on the buyer you are selling to.
05	**Presale: the price list**	The unit list and the order the plans appear in, so the files are named once.
06	**Market: the portals**	Which portals and sizes. Some crop plans square, some want a white margin.
07	**Market: the site**	The site plan, landscape plan and the amenities worth labelling.
08	**Resale: the new look**	The new furniture style or finish upgrade, and which units are for sale or let.
09	**Any stage: the date**	The launch, board or listing date. A set of plans takes 2 to 3 weeks.

Change stage, keep the scene

Ask us to keep the unit models, the furniture library and the plan cameras when a set is delivered. For the next stage, send what has changed, a finish or a new layout, and we quote only the restyle and the renders.

Rates and terms overleaf

Freelance and studio ranges for stills and packages, our turnaround times and what a revision round covers are on the next page, so you can check each unit price above.

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/
Floor plan work	maverickframe.com/services/3d-floor-plan-rendering/
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.