



FIELD GUIDE / 2026 EDITION

Same Rooms, Five Audiences. Why Build Them Twice?

Which interior views to order from concept to launch, what the room models carry over, and a priced composite of the whole run against rebuilding the rooms at each stage.

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START HERE

The lounge you paid to model three times

An interior is rendered for the designer, then for the client's sign-off, then for buyers, then for the contractor, then for the opening. Five audiences, five sets of images, one set of rooms. The rooms are usually the part that gets paid for again.

Mood views come from the design studio, sign-off renders from a freelancer, the brochure set from the developer's agency, joinery details from whoever the contractor knows. Each models the lounge, the kitchen and the lighting afresh, and each is ordered late: the sign-off renders arrive after procurement has already priced the wrong stone.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Rooms modelled again for every set	Room models built at Concept and refined
02	Materials drift between sign-off and brochure	The approved finishes are the ones buyers see
03	Detail views drawn from scratch for site	Detail cameras placed in the finished scene
04	Panoramas quoted as a separate project	Panoramas rendered from the same rooms at launch

A room agreed at Approve should never be modelled again.

Build the rooms once, to a standard that can take final materials and styling, and every later set pays for cameras, styling and renders rather than walls, joinery and light.



Maverick Frame production render.

THE ROADMAP

Which interiors, at which stage

One row per stage, in the order the project meets them. The last column is what the studio should keep for you, so each set starts from rooms that already exist.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Mood views and material options for two directions	Designer, client	Room models, first cameras
Approve	Final-look renders of the key rooms	Client sign-off, investors, procurement	Approved finishes, lighting, furniture
Sell	Hero interiors, amenity views, styled apartments	Brochures, listings, sales suite	Styled rooms, amenity spaces
Build	Detail views of joinery, lighting and finishes	Contractors, suppliers, site coordination	Detail cameras, refined joinery
Launch	Film stills, 360° panoramas and social images	Website, press, the opening	The finished scene for later campaigns

Start where you are

If you are at Approve, order the sign-off renders now and ask for the rooms to be modelled with real dimensions and named finishes, and kept by the studio. The Sell set then restyles approved rooms, and the Build details come from the same joinery.



Maverick Frame production render.

WHAT IT COSTS

Five interior sets, priced both ways

A composite for a residential scheme with three show apartment types and shared amenities, priced at mid-market studio rates. Image counts and unit prices are the same in both totals; only the room modelling changes.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: room models, two directions	once	\$1,600
02 Concept: mood views, two directions, three rooms	6 x \$350	\$2,100
03 Approve: final materials, lighting, furniture	scene reused from Concept	\$1,200
04 Approve: final-look renders of five key rooms	5 x \$550	\$2,750
05 Sell: amenity spaces and styling added	scene reused from Approve	\$1,500
06 Sell: eight hero interiors and amenity views	8 x \$600	\$4,800
07 Build: detail cameras, joinery refined	scene reused from Sell	\$500
08 Build: six detail views: joinery, lighting, finishes	6 x \$350	\$2,100
09 Launch: panorama and still cameras set up	scene reused from Build	\$300
10 Launch: six 360° panoramas	6 x \$600	\$3,600
11 Launch: eight press and social stills	8 x \$300	\$2,400
Concept stage		\$3,700
Approve stage		\$3,950
Sell stage		\$6,300
Build stage		\$2,600
Launch stage		\$6,300

Planned as one roadmap \$22,850

The same visuals bought stage by stage, from scratch \$36,350

The from-scratch total has each set go to a new studio that models the rooms again to the detail that stage needs, from \$1,600 at Concept to \$5,100 at Launch. Planned as one roadmap, the rooms are built once and refined, and the difference is \$13,500.

16%

CONCEPT, \$3,700

17%

APPROVE, \$3,950

28%

SELL, \$6,300

11%

BUILD, \$2,600

28%

LAUNCH, \$6,300

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for interior rendering. They send drawings, a finish schedule and a line on who the images are for. At any stage, that is enough to quote from.

01	Concept: the plans	Plans and elevations of the rooms, or the design model, in any state.
02	Concept: the directions	Two or three mood references and what separates them.
03	Approve: the finishes	The finish and furniture schedule, with product codes where they matter.
04	Approve: the decision	Who signs off and what they must see: a colour, a stone, a light level.
05	Sell: the rooms	The apartments and amenities you sell on, and the buyer they are for.
06	Sell: the styling	A styling reference or a line on how lived-in the rooms should look.
07	Build: the details	Joinery drawings and the junctions the contractor keeps asking about.
08	Launch: the channels	Where the panoramas and stills will be published, and the press deadline.
09	Any stage: the date	The meeting, sign-off or opening date. A set takes 2 to 3 weeks.

Change stage, keep the scene

Ask us to keep the room models, the materials and the cameras at the end of every set. When the next stage comes, tell us what changed, a finish, a layout, a new room, and we quote only the difference.

Rates and terms overleaf

Freelance and studio ranges for interior stills and packages, our turnaround times and what a revision round covers are on the next page, so each unit price above 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/
Interior work	maverickframe.com/services/3d-interior-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.