



FIELD GUIDE / 2026 EDITION

From Massing to Keys: One Scene, Five Sets.

\$12,000 Saved.

Which visuals to order from design to handover, what the 3D scene carries into each stage, and the priced roadmap: \$26,050 planned, \$38,050 with the scene rebuilt each time.

START HERE

Five stages, five briefs, one building rebuilt

A residential scheme needs pictures long before it needs a sales suite. The architect needs massing views, the lender needs a hero and an aerial, planning needs street views and shadows, sales needs interiors and a tour, and handover needs a film.

Those orders are usually placed by different people, months apart. The architect commissions one set, the developer's finance team another, the sales agent a third, and each vendor builds the building again from the drawings. The other leak is timing: a hero image ordered the week before the lender meeting is late for the decision it was meant to support, and the sales office opens with whatever could be finished in time.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Each stage briefs a new vendor, who models the building again	One scene, built at Design and reopened for each new set
02	The lender's aerial and the brochure aerial show different buildings	The same model, updated as the design changes
03	Show apartment interiors ordered when the sales office is due	Interiors planned at Permit, so presale opens on time
04	The handover film starts from zero, a year after the last render	The film reuses the presale scene, with as-built changes

The drawings are paid for once. The scene should be too.

Building a residential scene from drawings is the largest single item in the first set of images. Every stage after it should pay for new views and new detail, not for the building again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our residential rendering page. Find the row your scheme is at now; the last column is what you should ask the studio to keep, so the next stage starts from it.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design	Massing studies and interior mood views	Architect, developer	Building and site scene
Finance	Aerial context views and one hero exterior	Lenders, equity partners, feasibility packs	Context model, hero camera packs
Permit	Street views with landscaping, shadow studies	Planning officers, neighbour consultation	Planting, street furniture, sun set-ups
Presale	Hero exteriors, show apartment interiors, 3D floor plans, a virtual tour	Sales office, agents, website, portals	Finishes, furniture, unit types
Handover	Final stills and a short film, updated to as built	Handover packs, resident portal, your portfolio	An archive for the next phase

Start where you are

If your scheme is at Permit, order the street views from the same scene the lender saw, and ask for the planting and street furniture to stay in it. Presale then adds finishes and furniture to a scene that already exists, and the handover film costs a film, not a building.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for a mid-size apartment scheme, priced at mid-market studio rates. Rows marked "scene reused" start from the scene built at Design. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the \$3,000 building and site scene, once per stage.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	Design. Building and site scene from drawings	build	\$3,000
02	Design. Four massing and interior mood views	4 x \$300	\$1,200
03	Finance. Aerial context views and a hero exterior	3 x \$500, scene reused from Design	\$1,500
04	Permit. Four street views with landscaping	4 x \$400, scene reused from Finance	\$1,600
05	Permit. Shadow study, four times of day	study	\$900
06	Presale. Finishes, furniture, show apartment	scene reused from Permit	\$1,500
07	Presale. Eight hero exterior and interior stills	8 x \$550	\$4,400
08	Presale. 3D floor plans, four unit types	4 x \$250	\$1,000
09	Presale. Virtual tour of the show apartment	6 x \$600	\$3,600
10	Handover. 60-second handover film	1 min, scene reused from Presale	\$6,000
11	Handover. Three final stills, as built	3 x \$450	\$1,350
	Design subtotal		\$4,200
	Finance subtotal		\$1,500
	Permit subtotal		\$2,500
	Presale subtotal		\$10,500
	Handover subtotal		\$7,350

Planned as one roadmap

\$26,050

The same visuals bought stage by stage from scratch

\$38,050

16%

DESIGN, \$4,200

6%

FINANCE, \$1,500

10%

PERMIT, \$2,500

40%

PRESALE, \$10,500

28%

HANDOVER, \$7,350

\$12,000 is the same building, modelled four more times.

Every unit price is the same in both totals. Presale takes the largest share either way; the difference is whether the finance, permit, presale and handover sets each start from the drawings again.

THE ONE PAGE

What to send us at each stage

You do not need a specification to start at any stage. Send what you have, usually in the body of an email, and we quote from it. Two things per stage are enough.

01	Design: drawings	Plans, sections and elevations, or the architect's model. Say which is current.
02	Design: intent	Two or three reference images for the mood. The architect's, not a search result.
03	Finance: the pack	Who the images are for and the date of the meeting.
04	Finance: site	The site boundary and what the surroundings should show: access, views, amenities.
05	Permit: requirements	The planning authority's view points, if they set them, and the submission date.
06	Permit: landscape	The landscape plan, or a note that generic planting will do.
07	Presale: finishes	The finishes schedule and the unit types you are selling first.
08	Presale: channels	Sales office, brochure, portals, hoardings: this sets formats and sizes.
09	Handover: changes	What changed between the approved design and what was built.
10	Handover: use	Where the film and stills will live: handover pack, resident portal, awards.

Change stage, keep the scene

We keep the scene, materials and cameras after each stage. When your scheme moves on, send the new brief and name the earlier order: we reopen the same scene, update what changed, and you pay for the new set.

Our terms are on the next page

Market rates, first draft times, revision rounds and rush terms are set out overleaf. Every price in this guide sits inside those bands.

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/
Residential work	maverickframe.com/services/3d-residential-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.