

FIELD GUIDE / 2026 EDITION

Five Tours.
One Apartment Scene.
$11,200 Not Spent.

Which tours to order from design to resale, what the scene and panoramas carry into each stage, and the priced roadmap: $25,400 planned, $36,600 with the scene rebuilt each time.

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START HERE

The tour gets built for every audience

A virtual tour has a longer life than most visuals. Designers use a draft to check the layout, off-plan buyers walk the show apartment, the sales office puts it on screens and headsets, leasing agents send it to remote tenants, and resale listings need it again with new furniture.

Each of those audiences tends to arrive with its own vendor. The sales agent commissions a tour, the leasing team another, the property manager a third, and every one of them rebuilds the apartment, its finishes and its lighting before a single panorama is rendered. The other leak is timing: a presale tour ordered after the launch date means the first buyers see floor plans instead.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Each audience commissions its own tour, from the plans up**	One apartment scene, reused for every tour and version
02	**Finishes in the leasing tour differ from the ones buyers saw**	One material library, so every tour shows the same finish
03	**The VR version quoted as a new project after launch**	Stereo panoramas rendered from the same scene and cameras
04	**Resale tours shot or rebuilt years later**	The scene reopened with new furniture and finishes

A panorama is cheap. The apartment behind it is not.

Most of the cost of a first tour is building and lighting the scene. Once it exists, a new room, a new furniture set or a headset version is a render, not a rebuild.



Maverick Frame production render.

THE ROADMAP

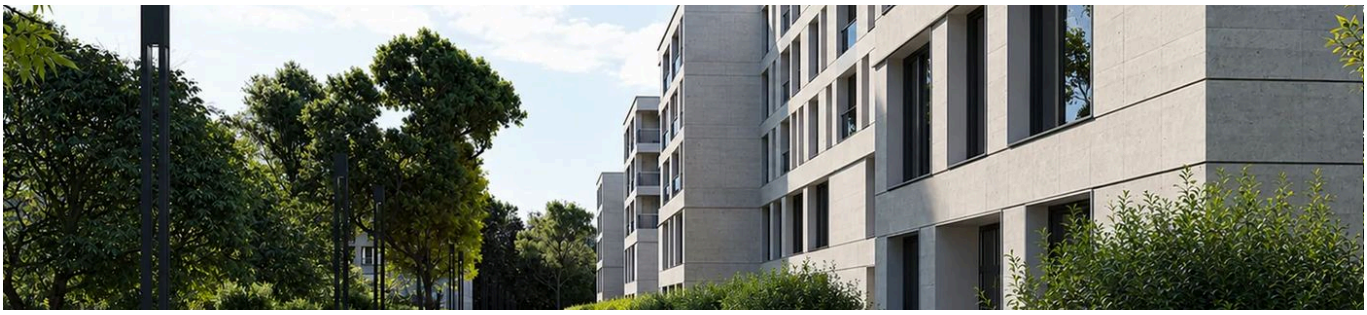
What to order at each stage, and what it keeps

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

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design	A draft walkthrough of the key rooms, untextured where it can be	Owners, architects, interior designers	Apartment scene, camera points
Presale	A furnished show apartment tour with hotspots and floor plans	Off-plan buyers, sales agents	Finishes, furniture, lighting
Launch	Website, listing and sales screen versions, plus a VR headset build	Project website, sales office	Stereo panoramas, hotspot data
Lease	Tours of further unit types and the amenities	Leasing agents, rental portals	Unit-type scenes, amenity areas
Resale	Updated tours with new finishes or furniture	Resale listings, property management	An archive for the next update

Start where you are

If your project is at Presale, order the furnished tour from the scene the draft walkthrough used, and ask for the camera points and hotspot data as deliverables. Launch versions and the headset build then come from the same renders, and leasing adds unit types instead of starting again.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for one residential building's tours, 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 $2,800 apartment scene, once per stage.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	**Design.** Apartment scene from plans and finishes	build	**$2,800**
02	**Design.** Draft walkthrough, four key rooms	4 x $350	**$1,400**
03	**Presale.** Furnished show apartment tour	8 x $600, scene reused from Design	**$4,800**
04	**Presale.** Hotspots and floor plan navigation	build	**$1,200**
05	**Launch.** Website, listing and screen versions	set-up	**$800**
06	**Launch.** VR headset version, stereo panoramas	8 x $300, scene reused from Presale	**$2,400**
07	**Lease.** Two further unit types, modelled	2 x $1,200	**$2,400**
08	**Lease.** Unit-type tours, ten panoramas	10 x $500, scene reused from Launch	**$5,000**
09	**Lease.** Amenity tour, four panoramas	4 x $550	**$2,200**
10	**Resale.** New finishes and furniture, six rooms	6 x $400, scene reused from Lease	**$2,400**
	Design subtotal		$4,200
	Presale subtotal		$6,000
	Launch subtotal		$3,200
	Lease subtotal		$9,600
	Resale subtotal		$2,400
	Planned as one roadmap		**$25,400**
	The same visuals bought stage by stage from scratch		**$36,600**

16%
DESIGN, $4,200

24%
PRESALE, $6,000

13%
LAUNCH, $3,200

38%
LEASE, $9,600

9%
RESALE, $2,400

$11,200 is the apartment built four more times.

Every unit price is the same in both totals. The difference is whether the scene behind the first tour is kept, or whether each new audience pays to rebuild the rooms before a panorama is rendered.

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: plans**	Floor plans and the interior designer's finishes, even if draft.
02	**Design: rooms**	Which rooms matter for the decision. Four are usually enough.
03	**Presale: furniture**	The furniture and styling brief, or the show apartment's actual list.
04	**Presale: hotspots**	What each hotspot should say: finishes, sizes, views, prices.
05	**Launch: platforms**	Where the tour will be embedded, and whether headsets are used on site.
06	**Launch: branding**	Logo, colours and the call to action on the tour interface.
07	**Lease: unit types**	Plans of the unit types you are letting, and the amenities to show.
08	**Lease: audience**	Who sends the link and to whom: agents, portals, remote viewers.
09	**Resale: changes**	What changed: finishes, furniture, a refurbished common area.
10	**Resale: listing**	The portal or listing format the tour must fit.

Change stage, keep the scene

We keep the scene, materials, camera points and hotspot data after each stage. When the building moves on, send the new brief and name the earlier order: we reopen the same scene, and you pay for new panoramas, not new rooms.

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/
Virtual tour work	maverickframe.com/services/3d-virtual-tours/
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.