



FIELD GUIDE / 2026 EDITION

The Site Model Your Lender Saw Can Sell the Last Phase.

Which aerial and site plan views to order from plan to build, what the site model carries into each stage, and the priced roadmap: \$20,450 planned, \$34,450 rebuilt each time.

START HERE

The same site, modelled five times over

A large site is drawn from the air for years. Master planners need massing views, investors need access and phasing, the authority needs roads and landscaping, sales needs hero aerals and amenity maps, and partners need progress views until the last phase is built.

The terrain, the roads and the plots barely change between those stages. What changes is who orders the picture: the master planner, the finance team, the planning consultant, the marketing agency, the contractor. Each of them briefs a new vendor, and each vendor models the site again before rendering a single view. The other leak is timing: phasing aerals ordered after the investor meeting explain a decision that has already been made.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Each stage commissions a new site model from the plans up	One site model, built at Plan and reopened for every set
02	Investor aerals and approval aerals show different roads	One model, updated as the layout is approved
03	Sales aerals wait for the planting design to be modelled again	Landscaping added once at Approve, reused for sales
04	Phase views rebuilt by the contractor's own supplier	Phases switched on and off in the same model

The terrain is paid for once. It should stay paid for.

Terrain, roads and massing for a large site are the biggest item in the first set of aerals. Every later stage should pay for new cameras and new detail, not for the ground again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our aerial rendering page. Find the row your site 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
Plan	Bird's-eye massing views and site layout studies	Master planners, design reviews	Terrain, roads, plot massing
Finance	Aerial context renders with access, surroundings and phasing	Investors, lenders	Wider context, phase set-up
Approve	Site plans and aerials with roads and landscaping	Authorities, city council, public hearings, town halls	Planting, hardscape, road detail
Sell	Hero aerials, illustrated site plan, amenity map, a flyover	Brochures, billboards, sales office	Hero cameras, amenity detail
Build	Phase by phase aerials and progress views	Partners, site hoardings, investor updates	An as-built model for later phases

Start where you are

If your site is at Approve, order the approval aerials from the model the investors saw, and ask for the planting and road detail to be built into it rather than painted over the images. Sales aerials and phase views then reuse that detail instead of paying for it twice.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for a 40-hectare mixed residential site, priced at mid-market studio rates. Rows marked "scene reused" start from the site model built at Plan. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the \$3,500 site model, once per stage.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	Plan. Site model: terrain, roads, plot massing	build	\$3,500
02	Plan. Three bird's-eye massing views	3 x \$350	\$1,050
03	Finance. Aerial context views, access and phasing	3 x \$500, scene reused from Plan	\$1,500
04	Finance. Surroundings from map data, 2 km radius	context	\$1,200
05	Approve. Planting, hardscape and road detail	detail	\$1,400
06	Approve. Site plan and two aerials for approval	3 x \$550, scene reused from Finance	\$1,650
07	Sell. Hero aerials, day and dusk	3 x \$600, scene reused from Approve	\$1,800
08	Sell. Illustrated site plan and amenity map	2 x \$600	\$1,200
09	Sell. 45-second aerial flyover	0.75 min x \$6,000	\$4,500
10	Build. Phase by phase aerials, four phases	4 x \$400, scene reused from Sell	\$1,600
11	Build. Progress views for site hoardings	3 x \$350	\$1,050
	Plan subtotal		\$4,550
	Finance subtotal		\$2,700
	Approve subtotal		\$3,050
	Sell subtotal		\$7,500
	Build subtotal		\$2,650
	Planned as one roadmap		\$20,450
	The same visuals bought stage by stage from scratch		\$34,450

22%

PLAN, \$4,550

13%

FINANCE, \$2,700

15%

APPROVE, \$3,050

37%

SELL, \$7,500

13%

BUILD, \$2,650

\$14,000 is the same ground, modelled four more times.

Every unit price is the same in both totals, and the from-scratch figure does not even charge again for the context and planting. The difference is whether the site model outlives the first set of aerials.

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	Plan: the site	Master plan in CAD or PDF, the boundary and a topographic survey if there is one.
02	Plan: the question	What the views must help decide: layout, density, orientation.
03	Finance: context	What investors need to see: access roads, towns, the coast, the airport.
04	Finance: phasing	The phasing plan, even if provisional.
05	Approve: drawings	Road layout and landscape plan as submitted.
06	Approve: viewpoints	Any viewpoints the authority requires, and the hearing date.
07	Sell: amenities	The amenity list and which ones are built first.
08	Sell: formats	Brochure, billboard, website, sales office screen: sizes and ratios.
09	Build: progress	Site photographs or drone footage, and the phase each view shows.
10	Build: audience	Who receives the updates: partners, hoardings, investor reports.

Change stage, keep the scene

We keep the site model, context and cameras after each stage. When the site moves on, send the new brief and name the earlier order: we reopen the same model, update the layout, and you pay for the new views.

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/
Aerial and site plan work	maverickframe.com/services/aerial-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.