



FIELD GUIDE / 2026 EDITION

Model the Building Once. Then Add Detail, Not Start Again.

Which models and detail levels to order from concept to operation, what each one carries forward, and the priced roadmap: \$17,750 planned, \$29,150 rebuilt at each stage.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

maverickframe.com



START HERE

The building gets modelled five times

A building is modelled at every stage of its life, each time for a different purpose. A light massing for the competition, a detailed model for coordination, a context model for planning, a render-ready model for marketing, and a clean lightweight one for the facility managers.

Those models are usually ordered by different people: the architect, the planning consultant, the marketing agency, the operator. Each of them briefs a new supplier, and each supplier builds the building again from CAD or BIM files. The other leak is the level of detail. A model built too heavy for marketing cannot run in a real-time viewer, and one built too light for planning renders has to be redone before the submission.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Each stage orders a new model from the CAD or BIM files	One detailed model, carried from Design to Operate
02	Context modelled separately for each set of planning renders	Site and neighbours added once, kept for marketing views
03	Marketing models too heavy for real-time viewers	Detail levels planned, so one model can be lightened later
04	The operator's digital twin rebuilt from as-built drawings	The marketing model cleaned and simplified for operation

Detail can be added to a model. A rebuild cannot be avoided later.

The detailed building model is the largest item in the roadmap. Built with its later uses in mind, every stage after it pays only for new context, finishes or optimisation.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our architectural modelling page. Find the row your project 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
Concept	A light massing model and study views from sketches or concept images	Architects, competition juries	Massing, site outline
Design	A detailed model from CAD or BIM, exported for coordination	Design team, consultants, the client	Facades, openings, cores
Permit	A context model with the site, neighbours and landscaping	Planning renders, shadow studies	Context, terrain, planting
Market	A render-ready model with finishes and furniture	Stills, films, tours, configurators	Materials, furniture, cameras
Operate	A clean, lightweight model for real-time and FM tools	Digital twins, facility managers	An as-built master for refits

Start where you are

If your project is at Permit, order the context model around the detailed model you already have, and ask for both as native files with named layers. Marketing then adds finishes to an existing model, and the operator's lightweight version is a clean-up rather than a new build.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for a mid-size residential building, priced at mid-market studio rates. Rows marked "scene reused" start from the detailed model built at Design. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the \$3,800 detailed model, once per stage.

LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01 Concept. Massing model from sketches	build	\$1,200
02 Concept. Two competition study views	2 x \$350	\$700
03 Design. Detailed model from CAD or BIM	build	\$3,800
04 Design. Coordination exports, IFC and FBX	exports	\$400
05 Permit. Context: site, neighbours, landscaping	scene reused from Design	\$1,800
06 Permit. Three planning views	3 x \$450	\$1,350
07 Market. Finishes, furniture and render set-up	scene reused from Permit	\$2,400
08 Market. Six marketing stills	6 x \$500	\$3,000
09 Operate. Clean lightweight model for real time	scene reused from Market	\$1,600
10 Operate. Real-time viewer package	set-up	\$1,500
Concept subtotal		\$1,900
Design subtotal		\$4,200
Permit subtotal		\$3,150
Market subtotal		\$5,400
Operate subtotal		\$3,100

Planned as one roadmap \$17,750

The same visuals bought stage by stage from scratch \$29,150

11%

CONCEPT, \$1,900

24%

DESIGN, \$4,200

18%

PERMIT, \$3,150

30%

MARKET, \$5,400

17%

OPERATE, \$3,100

\$11,400 is the detailed model, built three more times.

Every unit price is the same in both totals, and the from-scratch figure does not charge again for the context. The difference is whether the Design model is kept and extended, or ordered afresh by each new team.

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	Concept: sketches	Sketches, concept images or a scanned plan, with the key dimensions.
02	Concept: purpose	Competition, feasibility or an early client meeting.
03	Design: files	CAD or BIM files, and which version is current.
04	Design: detail	What the model must be accurate to: facade grid, openings, cores.
05	Permit: site	Site survey, neighbouring buildings and the landscape plan.
06	Permit: views	The viewpoints the authority requires, and the submission date.
07	Market: finishes	The finishes schedule and the furniture brief for the key spaces.
08	Market: outputs	Stills, film, tour or configurator: this sets the detail level.
09	Operate: platform	The real-time viewer or FM tool, and its file and polygon limits.
10	Operate: as built	What changed on site from the last drawings.

Change stage, keep the scene

We keep every model, layer and material after each stage. When your project moves on, send the new brief and name the earlier order: we reopen the same model, add or strip detail, and you pay for what is new.

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/
Architectural modelling work	maverickframe.com/services/architectural-3d-modeling/
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.