



MAVERICK
FRAME
STUDIO

FIELD GUIDE / 2026 EDITION

Five Stages. One Showroom Model. Modelled Once, Not Five.

Which dealership visuals to order from concept to opening, what the 3D model of the building and site carries over, and the budget per stage, priced at mid-market studio rates.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

maverickframe.com



START HERE

Five vendors, five looks, one dealership

Most dealership projects buy visuals one stage at a time. A concept sketch from one designer, bank images from another, brand review views from the architect, permit views from a planning consultant and the opening campaign from an agency.

Each of them models the same building again, from the same drawings, and each makes it look slightly different. The brand, the bank and the city see three dealerships where you build one, and you pay for the model five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The building and site are modelled again for every new set	The dealership is modelled once and updated as the design changes
02	Image program options are new renders with new cameras	Facade and finish options are material swaps from fixed cameras
03	Permit views, opening posts and the film look like other projects	One look across stills, night views, social content and film

The model is the asset. The images are the output.

A dealership built in 3D from your drawings, with the showroom, the service drive, the pylon and the parking where your architect put them, is the largest cost in any dealership visual. If it stays with one studio, every later set is lighting, cameras and rendering rather than modelling.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

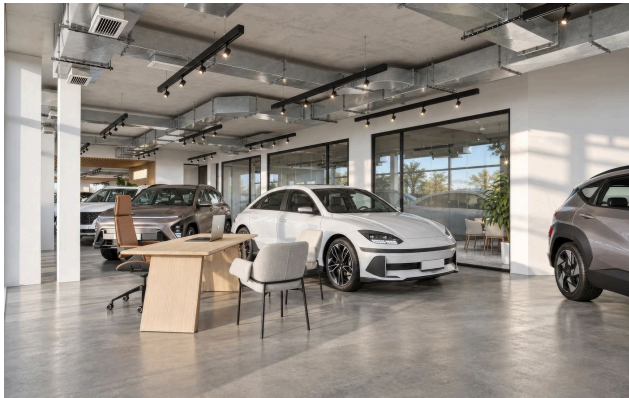
Five stages, in the order most dealership projects meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Showroom concept, layout and 3D floor plan, and a first interior view	Your own team, the go decision	The building and site model
Funding	Facade, showroom floor and handover bay for the business plan and the brand application	The bank, investors, the car brand	The cameras and the finishes
Approval	Image program views, street views by day and night, the pylon and signage	Brand reviewers, the planning board, neighbours	The context model
Build	Display bays, desks, lounge and service drive views with finishes for pricing	The design-build contractor, your managers	Approved finishes and layout
Opening	Grand opening stills, social and ad formats, billboards and a short film	Your customers, the local press	A scene library for the next site

Start where you are

If the brand review is next month, order the approval set now, and ask for the dealership to be kept as one scene with fixed cameras on file. That is what lets the build views, the opening campaign and the next location reuse it rather than start again.

Not every project passes through all five stages. A remodel may skip Funding; an independent dealer may skip the brand review. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

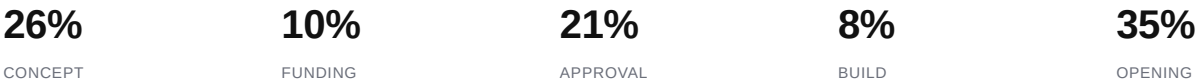
One dealership, five stages, line by line

A composite of a typical single-brand dealership with a six-car showroom, a service drive and four workshop bays, priced at mid-market studio rates. Your numbers will differ; the proportions and the saving from reusing the model usually do not.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: 3D model of the building, showroom and site from sketches or drawings	build, once	\$2,400
02 Concept: 3D floor plan of the showroom and service area	1 x \$936, model reused	\$936
03 Concept: first showroom view for the go decision	1 x \$390, model reused	\$390
04 Funding: facade, showroom floor and handover bay for the bank and the brand	\$624 + 2 x \$390, model reused	\$1,404
05 Approval: context model of the street and neighbours	build, once	\$900
06 Approval: facade and pylon to the image program, day and night	2 x \$624, models reused	\$1,248
07 Approval: site aerial with parking and signage	1 x \$936, models reused	\$936
08 Build: lounge, sales desks and service drive views	3 x \$390, model reused	\$1,170
09 Opening: grand opening stills with cars and people	4 x \$624, model reused	\$2,496
10 Opening: social media, billboard and ad formats	10 x \$60, renders reused	\$600
11 Opening: 30-second showroom film	0.5 min x \$4,000	\$2,000
Concept subtotal		\$3,726
Funding subtotal		\$1,404
Approval subtotal		\$3,084
Build subtotal		\$1,170
Opening subtotal		\$5,096

Planned as one roadmap \$14,480

The same visuals bought stage by stage, from scratch \$24,080



From scratch means the same lines plus \$9,600: the \$2,400 dealership model built again at Funding, Approval, Build and Opening. Shares above are of the \$14,480 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	Concept: the brief	A site plan or photos of the building, the brand you represent and how many cars you want on display. No finished design is needed.
02	Funding: the audience	Who sees the images first: the bank, investors or the car brand's network team.
03	Approval: the manual	The brand's image program manual, the facade and signage rules and the review dates.
04	Approval: the context	The site in its street, the neighbours, pylon and lighting positions and what the planning board asks to see.
05	Build: the drawings	The architect's or design-build contractor's drawings and the finish schedule.
06	Opening: the channels	Where the visuals will run: billboards, the website, social media, ads, the local press.
07	Opening: the next site	A second location or a service center to add, so the model is built to be reused.
08	Every stage: the budget	A figure or a range per stage. It is the quickest way to a scope that fits, and it is not a weakness.

Change stage, keep the scene

If we built your dealership at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes since. The model is on file, so the quote starts from rendering, not modelling.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The composite on page 04 is priced at the same mid-market studio rates.



Maverick Frame production render.

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/
Car dealership work	maverickframe.com/solutions/car-dealership-design/
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.