

FIELD GUIDE / 2026 EDITION

Your Building Gets Modelled Five Times. Unless You Plan It.

Which visuals to order from finance to opening day, what the building model carries over, and the budget split per stage, priced at mid-market studio rates.

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START HERE

Five stages, five briefs, one building rebuilt

Commercial projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the developer's broker for the investor deck, the architect's contact for planning, the leasing agent's supplier for the brochure.

Each of them models the building again from the same drawings, and each set looks slightly different from the last: another facade tone, another street, a lobby that no longer matches the plans. The other leak is timing. Leasing renders get ordered once the agents are already marketing floors, and fit-out options arrive after the tenant has asked twice.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Every stage models the building again from drawings**	One building model, updated as the design moves
02	**Investor and planning images that do not match**	Finance and permit views rendered from the same scene
03	**Lobby and office floors modelled for the brochure only**	Interiors built once, reused for fit-out options and the opening
04	**Leasing renders briefed after agents start marketing**	Leasing set scheduled while the permit is still under review
05	**Opening film started from a blank file**	Opening film shot on cameras and scenes that already exist

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

A building model built to the drawings is the largest cost in any commercial visual. If it stays with one studio and is updated as the design develops, 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

The five stages below are the ones on our commercial page. For each: what to order, who looks at it, and what the next stage inherits instead of paying for it again.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Finance	Aerial massing, context views and one hero image	Investors, lenders, joint venture partners	The building and site model
Permit	Street views, facade studies and night views from agreed viewpoints	Planning boards, public consultation	Street cameras and facade materials
Lease	Lobby, office floor and retail frontage renders	Leasing brochures, agents, tenant pitches	Interior scenes for the lobby and typical floor
Build	Fit-out options, test fits and phasing views	Tenants, contractors, site hoardings	Fit-out variants and updated interiors
Open	Hero stills, a short film and social images	The opening, website, press	A scene library for future re-lets

Start where you are

If you are already at leasing, order the lobby and floor renders now and ask for them to be built from the current architectural model, with the interior scenes kept on file. That is what lets a tenant's fit-out options and the opening film reuse them rather than start again.



Maverick Frame production render.

WHAT IT COSTS

One building, five stages, priced line by line

A composite of a mid-size office development, priced at mid-market studio rates. The building is modelled once at finance and the interiors once at leasing. The rows marked as reused cost less because nothing is rebuilt before rendering.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Finance: building and site model from drawings	build, once	**$3,600**
02	Finance: aerial massing and hero views	3 x $500	**$1,500**
03	Permit: street, facade and night views	6 x $450, model reused from Finance	**$2,700**
04	Lease: lobby and typical floor scenes	build, once	**$2,400**
05	Lease: lobby, office and retail renders	6 x $550	**$3,300**
06	Lease: retail frontage views	2 x $450, model reused from Finance	**$900**
07	Build: fit-out options and test fits	6 x $400, scenes reused from Lease	**$2,400**
08	Build: phasing views for hoardings	3 x $500, model reused from Permit	**$1,500**
09	Open: hero stills, exterior and lobby	4 x $500, scenes reused from Lease	**$2,000**
10	Open: opening film	1 min x $7,000	**$7,000**
11	Open: social images	9 x $300	**$2,700**
	Finance subtotal		$5,100
	Permit subtotal		$2,700
	Lease subtotal		$6,600
	Build subtotal		$3,900
	Open subtotal		$11,700
	Planned as one roadmap		**$30,000**
	The same visuals bought stage by stage, from scratch		**$49,200**

17%	9%	22%	13%	39%
FINANCE	PERMIT	LEASE	BUILD	OPEN

From scratch means the same lines plus $19,200: the $3,600 building model built again at Permit, Lease, Build and Open, and the $2,400 interior scenes again at Build and Open. Shares above are of the $30,000 planned total.

THE ONE PAGE

What to send us at each stage

The teams whose logos sit on our service pages do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from and to start work.

01	**Finance: the drawings**	Massing, site plan and elevations, even if they are early. Say which version is current.
02	**Finance: the audience**	Investor deck, lender pack or partner pitch. It decides the angles.
03	**Permit: the viewpoints**	Any viewpoints the planning authority has asked for, marked on a plan.
04	**Permit: the materials**	The facade materials as specified, and anything still open.
05	**Lease: the spaces**	Which spaces sell the building: lobby, typical floor, retail frontage, roof terrace.
06	**Lease: the tenant**	The type of tenant you are pitching to, so the fit-out reads right.
07	**Build: the options**	The fit-out variants or test fits to compare, as plans or sketches.
08	**Build: the hoarding**	Hoarding sizes and positions if the images go on site.
09	**Open: the date**	The opening or press date, and where the film will run.
10	**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 building at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The building model and interiors are 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.

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/
Commercial work	maverickframe.com/services/commercial-3d-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.