



FIELD GUIDE / 2026 EDITION

From an Empty Space to the First Patient, One Model All the Way.

What to design and render at each stage of a new dental office or clinic, who it convinces, and what the 3D model carries into the next stage, so you never pay for the same clinic twice.

START HERE

Why new clinics pay for their visuals twice

Most new practices buy images in pieces: a sketch for the business plan, a layout from the equipment dealer, a plan for the landlord and stock photos for the new website. Each piece is made by someone else, from a different version of the clinic.

The result is a clinic that looks different in every document. The bank sees one practice, the landlord another, and the first patients book a third. Every new piece starts from zero, so the same clinic is modelled and paid for again and again.

BOUGHT IN PIECES		BUILT AS ONE MODEL	
01	A concept sketch nobody can price	A 3D layout with operatories, rooms and materials from the first week	
02	Business-plan images that show a mood	Views of the reception and the treatment rooms that show the practice	
03	The dealer's layout, built around their equipment	An independent layout, with your chosen chairs and cabinetry added later	
04	Stock photos on the new website	Website and social images of your own clinic, before it exists	

The 3D model is the asset. The images are the output.

Once the clinic is designed and modelled, each new stage only needs new views, not a new clinic. That is why the first stage is the expensive one, and every later one costs less.



Maverick Frame clinic design renders: a medical center reception and a stair hall.

THE ROADMAP

What to design at each stage, and who it has to convince

The five stages below are the ones on our dental office design page. For each: what is designed and rendered, who has to say yes, and what the next stage inherits instead of redoing it.

STAGE	DESIGN AND RENDER	WHO SAYS YES	CARRIES OVER
Concept	Layout, operatories, materials, a 3D floor plan and a first look at the clinic	You and your partners	The 3D model and the layout
Funding	Reception, an operatory and the floor plan for the business plan and the loan	Bank, investors, partners	Approved materials and the views
Lease	Floor plan, storefront and signage views for the landlord and the building owner	Landlord, building owner	A layout the landlord has agreed
Build-out	Cabinetry, finishes and lighting approved in 3D before the contractor builds	Your contractor and your team	A design everyone has priced
Opening	Website and social images, the opening announcement and a fly-through video	Your first patients	A library for every new location

Start where you are

If you already have a design from an architect, start at Funding and send us the drawings: we model the clinic from them. If you have only a space and an idea, start at Concept, because we design it with you.

We design the concept and the layout and produce the visuals. Construction, plumbing, electrical and permit drawings stay with your architect and engineers, and ad campaigns with your marketer; we work alongside them.



Maverick Frame clinic design renders: an exam room and a treatment room.

WHAT IT COSTS

One new clinic, empty space to opening

A composite of one new dental clinic of about 250 m² with five operatories, a reception and a waiting room, designed from an empty space. Hours are studio production hours; the share shows where the visuals budget goes, stage by stage.

	STAGE AND SET	WHAT IS MADE	HOURS
01	Concept: 3D floor plan and layout	1 large view	16 h
02	Concept: first look at the clinic	2 views	18 h
03	Funding: reception, operatory, waiting room	3 views, model reused	24 h
04	Lease: storefront and signage	2 views	20 h
05	Build-out: finishes and cabinetry	3 views, model reused	18 h
06	Opening: website and social stills	6 stills	30 h
07	Opening: short fly-through	20 seconds	34 h
	Concept 21%, funding 15%, lease 13%		78 h
	Build-out 11%, opening 40%		82 h

Empty space to opening, one model160 h

In calendar time, with decisions returned on scheduleabout 6 weeks

1

3D MODEL FOR EVERY STAGE

5

STAGES, ONE DESIGN

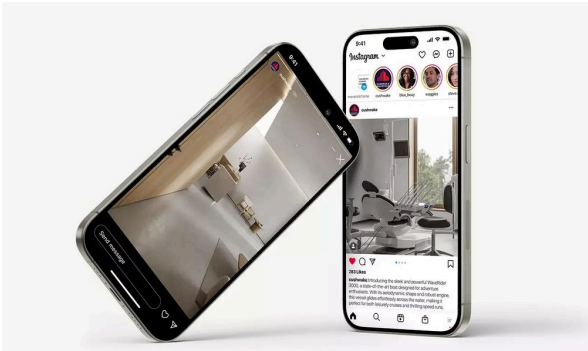
21%

OF THE BUDGET BUILDS THE MODEL

40%

GOES TO THE OPENING

A design that already exists, fewer rooms or no fly-through cut the hours. A larger clinic, several concepts or a template for a group of practices add them. Tell us your opening date and we plan the stages backwards from it.



Maverick Frame clinic visuals: opening posts on a phone and a branded clinic reception.



THE ONE PAGE

What to send us at each stage

The dentists and physicians we work with 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	Concept: the space	The floor plan or a sketch with dimensions, ceiling height, columns, plumbing points and photos of the empty space.
02	Concept: the practice	The type of practice, the number of operatories or exam rooms, the specialties and two or three clinics you like.
03	Concept: the equipment	Any dealer quote or list of chairs and cabinetry; or leave it to us and stay independent.
04	Funding: the plan	Who reads the business plan or the loan application, and the date it goes out.
05	Lease: the landlord	The landlord's brief, the storefront and signage rules and anything the building owner asked for.
06	Build-out: the contractor	Who prices and builds the clinic, and which views or dimensions they need.
07	Opening: the brand	Logo, colours and the channels: the website, Google profile, Instagram and ads.
08	Opening: the next location	A second practice or a group of clinics planned, so the model is built to be reused.
09	Every stage: the date	The lease signing, the bank meeting or the opening day. We plan backwards from it.

A new clinic, the same model

If we designed your first clinic, the next one starts with one email: the new floor plan. Materials, equipment and the brand are already built and approved.

What we would answer

Our own rates and terms are on the next page, so you can check the hours above against any quote.



Maverick Frame clinic design renders: a patient lounge and an aesthetic treatment room.

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 the space and the opening date

A floor plan, photos of the empty space, a business plan draft or just a few lines about the practice you want to open, in whatever state. We reply with a scope, a price and the questions that decide them, in writing and without a sales call.

The contact form	maverickframe.com/contacts/
Dental office and clinic design	maverickframe.com/solutions/dental-office-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.