



FIELD GUIDE / 2026 EDITION

# Five Stages. Each Door Modelled Once. **\$9,720 Kept.**

Which door renders to order from design approval to the next finish, what the models carry into each stage, and the priced roadmap: \$17,490 planned, \$27,210 rebuilt each time.

START HERE

# Why the same door gets modelled five times

A door collection is shown to five audiences before the first dealer reorders: the product committee, dealers at preview, buyers at launch, the configurator on your site and, a season later, the same buyers with new finishes. Each needs different images. None of them needs the doors modelled again.

Budgets leak in two places. First, each stage is briefed as a fresh job, often to a new studio or to the configurator agency, so leaves, frames, hardware and finishes are rebuilt from CAD each time. Second, visuals arrive too late for the decision they were meant for: dealer previews after the trade show, door-builder images months after the catalog.

BOUGHT STAGE BY STAGE

PLANNED AS ONE ROADMAP

|    |                                                         |                                                         |
|----|---------------------------------------------------------|---------------------------------------------------------|
| 01 | Each new studio models the doors again from CAD         | Every door modelled once at Design and kept             |
| 02 | Review renders and catalog shots disagree on the finish | The finish approved at Design is the one in the catalog |
| 03 | The configurator team builds its own simplified doors   | Configurator models made from the render models         |
| 04 | A new finish means a new sample and a new shoot         | A new finish is an hour on a camera that exists         |
| 05 | Dealer previews ordered once the trade show is booked   | The pre-sell set booked while the models are open       |

## Five audiences, one collection, one set of models.

Model each door properly once from production CAD and match the finishes once. Then add cameras, rooms and formats as the collection moves. Every later stage pays for images, not for the doors again.



Maverick Frame production render.

THE ROADMAP

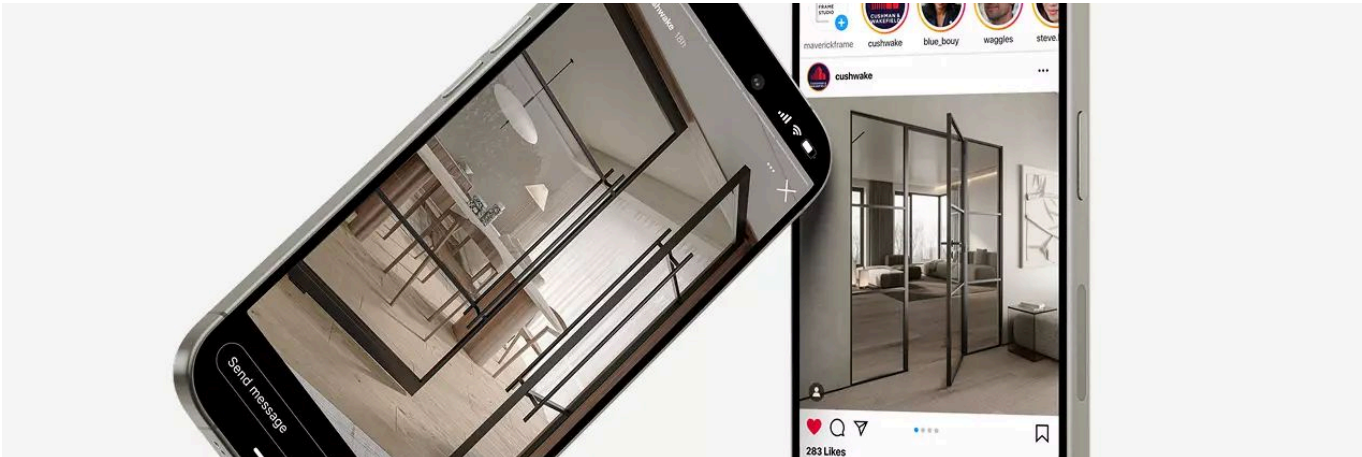
# The roadmap, design to refresh

Read across a row for what to order at that stage and who it is for. The last column is what to ask the studio to keep, so the next set starts where this one finished.

| STAGE    | ORDER THESE VISUALS                                                   | WHO USES THEM                              | CARRIES OVER                                |
|----------|-----------------------------------------------------------------------|--------------------------------------------|---------------------------------------------|
| Design   | Clean renders on white of new models, finishes and hardware           | Product team, management, tooling sign-off | Door models from CAD, matched materials     |
| Pre-sell | Catalog shots on a studio background and a few room scenes            | Dealer previews, trade shows, early orders | Studio set, rooms, the camera set           |
| Launch   | Every finish on white, facade scenes, close-ups, an opening animation | Website, print catalog, social             | Finish library, all cameras, animation rig  |
| Sell     | GLB and USDZ models, door-builder layers, dealer kits, ad formats     | Configurator, AR viewer, dealer portals    | Real-time models, layer cameras, SKU naming |
| Refresh  | New finishes, glass and seasonal scenes on the same models            | Website, dealers, seasonal campaigns       | All of it, ready for the next finish        |

### Start where you are

If you are at Launch, order the finish set and the facade scenes now and ask for two things: the models are kept with every camera, and each file is named by SKU. The configurator models and door-builder layers at Sell then start from approved, matched doors, and a new finish at Refresh costs an hour per door, not a new project.



Maverick Frame production render.

WHAT IT COSTS

# The whole roadmap, priced both ways

A composite for eight door models in six finishes, at our product rate of \$45 per hour in whole hours; the animation is priced per minute inside the studio band. Image counts and unit prices are the same in both totals.

| LINE ITEM                                                    | BASIS                      | AT \$45 PER HOUR |
|--------------------------------------------------------------|----------------------------|------------------|
| 01 <b>Design.</b> Eight door models from production CAD      | 8 x 5 h x \$45             | <b>\$1,800</b>   |
| 02 <b>Design.</b> Review renders on white, one per model     | 8 x 4 h x \$45             | <b>\$1,440</b>   |
| 03 <b>Design.</b> Finish and hardware options, same cameras  | 16 x 1 h x \$45            | <b>\$720</b>     |
| 04 <b>Pre-sell.</b> Models set into the catalog studio scene | scene reused from Design   | <b>\$180</b>     |
| 05 <b>Pre-sell.</b> Catalog shots on a studio background     | 8 x 4 h x \$45             | <b>\$1,440</b>   |
| 06 <b>Pre-sell.</b> Three room scenes for dealer previews    | 3 x 6 h x \$45             | <b>\$810</b>     |
| 07 <b>Launch.</b> Full finish set on white, 40 more views    | scene reused from Design   | <b>\$1,800</b>   |
| 08 <b>Launch.</b> Two facade scenes, four hardware close-ups | (2 x 9 h + 4 x 4 h) x \$45 | <b>\$1,530</b>   |
| 09 <b>Launch.</b> Opening animation, 30 s                    | 0.5 min x \$6,000          | <b>\$3,000</b>   |
| 10 <b>Sell.</b> GLB and USDZ configurator models             | scene reused from Launch   | <b>\$2,160</b>   |
| 11 <b>Sell.</b> Door-builder layers, 13 options x 2 cameras  | 26 x 1 h x \$45            | <b>\$1,170</b>   |
| 12 <b>Sell.</b> Dealer kit crops and ad formats              | 8 h x \$45                 | <b>\$360</b>     |
| 13 <b>Refresh.</b> Two new finishes across the range         | scene reused from Sell     | <b>\$720</b>     |
| 14 <b>Refresh.</b> Two seasonal scenes, rooms re-dressed     | scene reused from Pre-sell | <b>\$360</b>     |
| Design subtotal                                              |                            | \$3,960          |
| Pre-sell subtotal                                            |                            | \$2,430          |
| Launch subtotal                                              |                            | \$6,330          |
| Sell subtotal                                                |                            | \$3,690          |
| Refresh subtotal                                             |                            | \$1,080          |

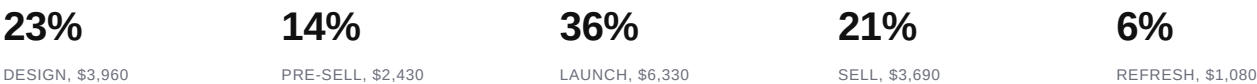
Planned as one roadmap

\$17,490

The same visuals bought stage by stage from scratch

\$27,210

From scratch, every later stage remodels the doors from CAD (\$1,800), and Launch and Refresh also rebuild their cameras. Planned as one roadmap, the models are paid for once: \$9,720 less.



THE ONE PAGE

# What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for door rendering. They send what the collection already has and say who the images are for. At any stage, this is enough to quote from.

|    |                            |                                                                                               |
|----|----------------------------|-----------------------------------------------------------------------------------------------|
| 01 | Design: the files          | STEP or native CAD per model, and the spec sheet with sizes, hinge side and glazing.          |
| 02 | Design: the finishes       | The finish list with RAL or supplier codes, and one physical sample per finish family.        |
| 03 | Pre-sell: the audience     | Where dealers will see the preview: trade show, dealer portal or printed preview.             |
| 04 | Pre-sell: the rooms        | Two or three references for the homes your buyers live in.                                    |
| 05 | Launch: the channels       | Catalog page sizes, website image specs, and the facades your exterior doors sell on.         |
| 06 | Sell: the developer's spec | The configurator or door builder's formats, size limits and layer logic, from your developer. |
| 07 | Sell: the SKU list         | The naming your dealer portals use, so every file arrives already named.                      |
| 08 | Refresh: the new finish    | The sample or code, and the models it applies to.                                             |
| 09 | Any stage: the date        | The review, trade show or launch date. A package takes 2 to 3 weeks.                          |

## Change stage, keep the models

At the end of each set, ask us to keep the models, materials and cameras. When the next stage arrives, send the new finish codes or the developer's spec and a line on the audience; we quote only the new work.

## Rates and terms overleaf

Market ranges, our turnaround times and what a revision round covers are on the next page. Door work is billed at \$45 per hour, or from \$35 per hour on a subscription.



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 CAD, finish samples and a SKU list

STEP or CAD files per model, finish codes or a physical sample where the finish is hard to read, the SKU list your dealers use and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

|                         |                                                                               |
|-------------------------|-------------------------------------------------------------------------------|
| <b>The contact form</b> | <a href="https://maverickframe.com/contacts/">maverickframe.com/contacts/</a> |
|-------------------------|-------------------------------------------------------------------------------|

|                             |                                                                                                                                                                                             |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Door and window work</b> | <a href="https://maverickframe.com/solutions/3d-product-visualization-for-door-brands-distributors/">maverickframe.com/solutions/3d-product-visualization-for-door-brands-distributors/</a> |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                  |                                           |
|------------------|-------------------------------------------|
| <b>Or simply</b> | 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.