

FIELD GUIDE / 2026 EDITION

Two Homes, One Lot. Five Stages. One Model.

What to order from lot feasibility to the sale or lease of each home, what the 3D model of the pair carries over, and the share of the budget each stage takes.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Five stages, five vendors, the same two homes

Most duplex builders and developers buy visuals one deadline at a time. A drafter's massing for the feasibility, a quick render for the council, a freelancer for the listing and new images again after a design change.

Each of them rebuilds both homes from the drawings, and each shows them a little differently. Buyers and tenants compare two listings that disagree on the brick, and the street view the council needed arrives after the application went in.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Both homes are modelled again for every job**	One 3D model of the pair, kept on file
02	**The pair reads as one building in the images**	Each entry, garage and yard shown as its own
03	**Council views made late, from a new model**	Street views planned for the lodgement date
04	**The second listing borrows the first one's images**	Each home gets its own cover, interiors and plan

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

Two homes built from your drawings, with their brick, roofs, garages and yards, are the largest cost of the first set. If they stay with one studio, every later image pays for cameras and finishes, not for building the pair again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most duplex projects meet them from the lot to the keys. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Feasibility	A 3D model of both homes and a first street view from the survey, site photos and massing	Builder, developer, architect	Model of the pair, materials
Finance	A lot aerial, the street view and 3D floor plans of each unit for the loan	Bank, investors, partners	Lot scene, floor plans
Approval	Street views and photo-matched images of the pair in its real street	Council, planner, neighbours	Street cameras, landscape
Sales	A cover image, interiors and a floor plan for each home, plus listing and sign sizes	Buyers, tenants, agents	Hero cameras, interiors
Construction	Updated views after design changes and handover images	Signed buyers, tenants	Everything above

Start where you are

If the sale or lease is next, order the cover image and interiors of each home now, and ask for both homes to be kept as one model on file. That is what lets design changes, the site sign and the handover images reuse it rather than start again.

Not every duplex passes through all five stages. A builder with an approved design may start at Sales. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



Maverick Frame production render.

WHAT IT COSTS

One duplex, two homes, five stages, line by line

A composite for a builder selling a side-by-side duplex with two different floor plans, priced at mid-market studio rates. Unit rates are the same in both totals; only the model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Feasibility: 3D model of both homes, from concept plans	2 x $800	**$1,600**
02	Feasibility: first street view of the pair	1 x $600	**$600**
03	Finance: lot aerial for the bank and investors	scene reused from Feasibility	**$400**
04	Finance: 3D floor plans of the two units	2 x $400	**$800**
05	Approval: street view and photo-matched view for the application	scene reused from Feasibility	**$960**
06	Sales: cover image of each home	2 x $400	**$800**
07	Sales: interiors, living and kitchen of each home	4 x $400	**$1,600**
08	Sales: listing, brochure, site sign and social sizes	layouts and crops	**$500**
09	Construction: updated views after a design change	scene reused from Sales	**$400**
10	Construction: handover views for buyers and tenants	2 x $220	**$440**
	Feasibility stage		$2,200
	Finance stage		$1,200
	Approval stage		$960
	Sales stage		$2,900
	Construction stage		$840
	Planned as one roadmap		**$8,100**
	The same visuals bought stage by stage, from scratch		**$14,500**

27%	15%	12%	36%	10%
FEASIBILITY	FINANCE	APPROVAL	SALES	CONSTRUCTION

From scratch means each later stage goes to a new vendor who builds both homes again for $1,600 before rendering anything. Shares are of the $8,100 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	**Feasibility: the lot**	Survey or site plan, photos of the street and the lot, and the planning controls you are testing.
02	**Feasibility: the homes**	Concept plans or a massing model of both homes, and references you like.
03	**Finance: the audience**	Who reads the feasibility or the loan application, and the date it is due.
04	**Approval: the rules**	The views the council asks for and the lodgement date. Your architect or planner confirms what the lot allows.
05	**Approval: the street**	Photos from the camera positions you need, with heights if you have them.
06	**Sales: the homes**	Final plans, facade and colour schemes and the finishes of each home.
07	**Sales: the channels**	The listing portals, the site sign size, the brochure and the launch date.
08	**Construction: the changes**	Any change to the drawings since the last set, and the handover date.

Change stage, keep the pair

If we built your duplex at an earlier stage, reopening it takes one email: name the stage, the new images and any changes to the drawings since. The model is on file, so the quote starts from cameras and finishes, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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/
Duplex work	maverickframe.com/solutions/duplex-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.