



MAVERICK
FRAME
STUDIO

FIELD GUIDE / 2026 EDITION

From an Empty Unit to Opening Day, One Model All the Way.

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

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com



START HERE

Why new gyms pay for their visuals twice

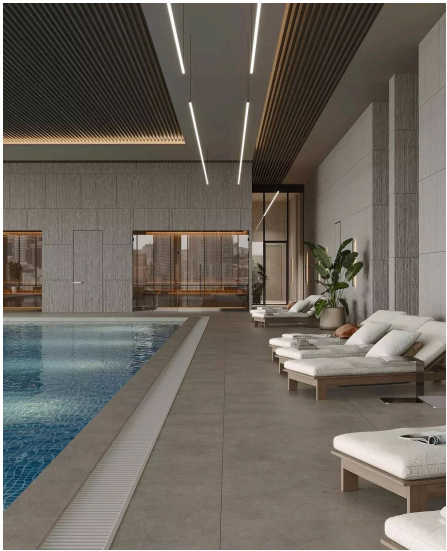
Most new gyms buy images in pieces: a sketch for the business plan, a layout from the equipment supplier, a few renders for the landlord and stock photos for the pre-sale ads. Each piece is made by someone else, from a different version of the club.

The result is a club that looks different in every document. The bank sees one gym, the landlord another, and the first members join a third. Every new piece starts from zero, so the same club 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 zones, equipment and materials from the first week	
02	Business-plan images that show a mood	Views of the training floor and member areas that show the business	
03	The supplier's layout, built around their machines	A brand-neutral layout, with your chosen equipment added later	
04	Stock photos for the founding-member campaign	Lifestyle stills and a walkthrough of your own club, before it exists	

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

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



Maverick Frame gym design renders: a member lounge and a poolside lounge.

THE ROADMAP

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

The five stages below are the ones on our gym 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	Zones, equipment plan, materials, a 3D layout and a first look at the club	You and your partners	The 3D model and the layout
Funding	Training floor, a studio and member areas for the business plan and the deck	Bank, investors, franchisor	Approved materials and the views
Lease	Storefront, reception and layout views; dimensions for pricing the fit-out	Landlord, fit-out contractor, permit office	A layout everyone has priced
Pre-sales	Lifestyle stills, social formats, ad creatives and a short walkthrough	Your first members	A launch library of your own club
Opening	Website gallery, signage views, new studios and new locations	New members, next landlord	A template for every new club

Start where you are

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

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



Maverick Frame gym design renders: a 3D gym floor plan and a spa lounge.

WHAT IT COSTS

One new club, concept to opening

A composite of one new club of about 800 m² with a training floor, two studios and changing rooms, designed from an empty unit. 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 layout and floor plan	1 large view	24 h
02	Concept: first look at the club	2 views	26 h
03	Funding: floor, studio, member area	3 views, model reused	30 h
04	Lease: storefront, reception, layout	3 views	32 h
05	Pre-sales: lifestyle and social stills	6 stills	48 h
06	Pre-sales: short walkthrough	20 seconds	40 h
07	Opening: website gallery	6 stills, model reused	30 h
	Concept 22%, funding 13%, lease 14%		112 h
	Pre-sales 38%, opening 13%		118 h

Concept to opening, one model230 h

In calendar time, with decisions returned on scheduleabout 8 weeks

1

3D MODEL FOR EVERY STAGE

5

STAGES, ONE DESIGN

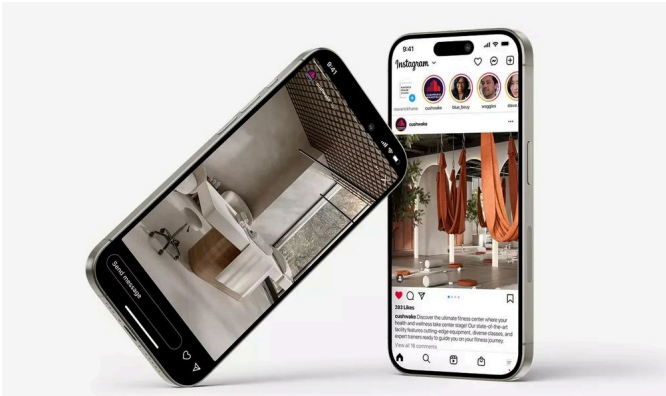
22%

OF THE BUDGET BUILDS THE MODEL

38%

GOES TO PRE-SALES

A design that already exists, fewer studios or no walkthrough cut the hours. A pool and spa, several concepts or a franchise template add them. Tell us your opening date and we plan the stages backwards from it.



Maverick Frame gym visuals: marketing on a phone and a recovery room.



THE ONE PAGE

What to send us at each stage

The owners and brands 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.

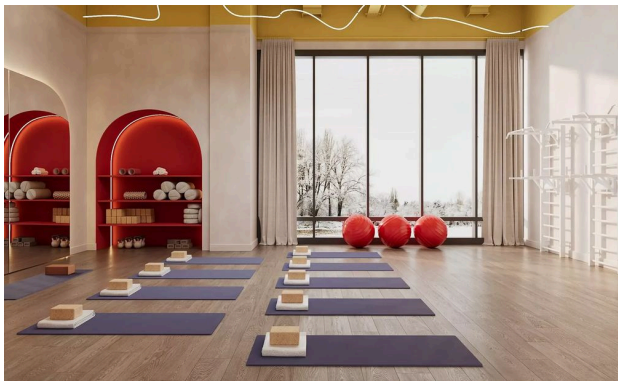
01	Concept: the space	The unit plan or a sketch with dimensions, ceiling height, columns and photos of the empty space.
02	Concept: the club	The type of gym, the member target, the classes and two or three clubs you like.
03	Concept: the equipment	Any supplier quote or a list of machines; or leave it to us and stay brand-neutral.
04	Funding: the plan	Who reads the business plan or the deck, and the date it goes out.
05	Lease: the landlord	The landlord's brief, the facade rules and anything the permit office asked for.
06	Lease: the contractor	Who prices the fit-out, and which views or dimensions they need.
07	Pre-sales: the brand	Logo, colours and the channels: Instagram, ads, the website, the sales office.
08	Opening: the next club	New studios or new locations 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 club, the same model

If we designed your first club, the next one starts with one email: the new unit 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 gym design renders: a yoga studio and a pilates studio.

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 unit and the opening date

A unit plan, photos of the empty space, a business plan draft or just a few lines about the club 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/
Gym design and visualization	maverickframe.com/solutions/gym-design/
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.