



FIELD GUIDE / 2026 EDITION

Five Stages. One Tower Model. Modelled Once, Not Five.

Which tower visuals to order from the design concept to construction, what the 3D tower and city model carry over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one tower

Most towers buy visuals one stage at a time. Massing views from the architect, a skyline image for the investors from one freelancer, street views for design review from another, amenity floors from an interior designer and the launch film from an agency.

Each of them models the same tower and the same city again, from the same drawings, and each makes it look slightly different. Buyers and tenants see five towers where you sell one, and you pay for the model five times.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP	
01	The tower and the city are modelled again for every new set	The tower and its district are modelled once and updated as the drawings change	
02	Facade and finish options are new renders with new cameras	Options are material swaps from fixed cameras	
03	Skyline, amenity floors and film look like other projects	One look across stills, aerials, social content and film	

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

A tower made in 3D from your architect's drawings, standing in a model of its real district, is the largest cost in any high-rise visual. If it stays with one studio, 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

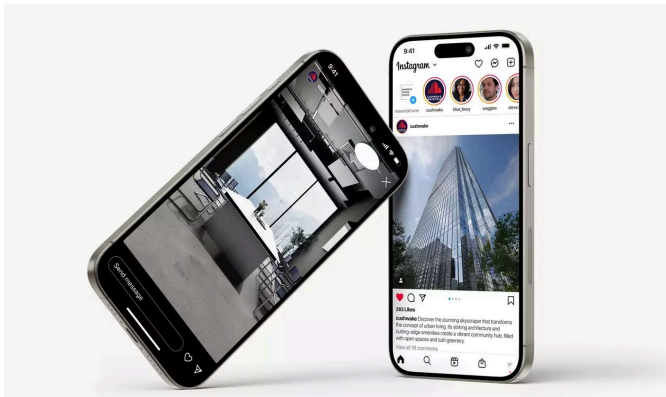
Five stages, in the order most condo, office and mixed-use towers meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design concept	Massing and facade options and a first skyline view	Your own team, the architect brief	The tower and site model
Investors	Dusk skyline, aerial and two amenity floor views	Investors, lenders, JV partners	The city model and the cameras
Approvals	Street-level views from the corners the board names, a night view	Design review, the community	The context at eye level
Sales and leasing	Office floors and apartments with real views, the amenity set, a flythrough	Buyers, tenants, brokers	The light and the styling
Construction	Updated views as the facade changes, social and press formats	Buyers, tenants, the press	A scene library for the next tower

Start where you are

If the investor meeting is next month, order the investor set now, and ask for the tower and its district to be kept as one scene with fixed cameras on file. That is what lets the design review views, the sales set and the film reuse it rather than start again.

Not every tower passes through all five stages. A developer with approvals in hand may start at Investors; an owner repositioning an office tower may start at Sales and leasing. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

One tower, five stages, line by line

A composite of a mixed-use tower of about fifty floors with offices, residences and three amenity floors, priced at mid-market studio rates. Your numbers will differ; the proportions and the saving from reusing the model usually do not.

LINE ITEM	BASIS	AT STUDIO RATES
01 Design concept: 3D tower and site model from massing or drawings	build, once	\$4,200
02 Design concept: two facade options and a first skyline view	2 x \$624 + \$936, model reused	\$2,184
03 Investors: city context model of the district	build, once	\$1,800
04 Investors: dusk skyline view and aerial	2 x \$936, models reused	\$1,872
05 Investors: lobby and sky lounge views	2 x \$390, model reused	\$780
06 Approvals: street-level views from three corners	3 x \$624, models reused	\$1,872
07 Approvals: night view of the lit crown	\$624, models reused	\$624
08 Sales and leasing: office floor and apartments with real views	4 x \$390, models reused	\$1,560
09 Sales and leasing: restaurant, spa and fitness floor views	3 x \$390, model reused	\$1,170
10 Sales and leasing: flythrough film	1 min x \$4,000	\$4,000
11 Construction: updated exterior views as the facade changes	2 x \$624, models reused	\$1,248
12 Construction: social media and press formats	10 x \$60, renders reused	\$600
Design concept subtotal		\$6,384
Investors subtotal		\$4,452
Approvals subtotal		\$2,496
Sales and leasing subtotal		\$6,730
Construction subtotal		\$1,848

Planned as one roadmap \$21,910

The same visuals bought stage by stage, from scratch \$38,710



From scratch means the same lines plus \$16,800: the \$4,200 tower model built again at Investors, Approvals, Sales and leasing and Construction. Shares above are of the \$21,910 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	Design concept: the brief	The site, a massing study or a sketch, the height and the uses by floor. No finished design is needed.
02	Investors: the audience	Who sees the deck first: equity partners, a lender, a JV partner or the landowner.
03	Approvals: the context	The site in its street, the corners and viewpoints the design review board asks for.
04	Sales and leasing: the drawings	The architect's model or drawings, typical floor and unit plans, the finish schedule.
05	Sales and leasing: the views	The floors and directions buyers and tenants ask about, and the amenity list.
06	Sales and leasing: the channels	Where the visuals will run: website, sales gallery, leasing book, brochure, hoarding, social media, ads.
07	Construction: the dates	Topping-out, the facade milestones and the press dates you plan around.
08	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 tower at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes since. The tower and the city 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.



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/
High-rise work	maverickframe.com/solutions/high-rise-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.