

FIELD GUIDE / 2026 EDITION

Five Stages. One Model per Plan. Built Once.

What to order from the plan set to the last lot of the phase, what the 3D model of each plan carries over, and the budget per stage.

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START HERE

Five stages, five vendors, the same three plans

Most builders buy home visuals one deadline at a time. A drafter's screenshots for the lender, a quick render for the HOA, a freelancer for the listing, a video company for the launch and new images again for every phase.

Each of them rebuilds the same plans from the drawings, and each shows them a little differently. Buyers compare a brochure, a sign and a website that disagree on the siding, and the listing that should have sold the lot goes live after the frame is up.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Each plan is modelled again for every new job**	One 3D model per plan, kept on file
02	**Elevation options appear as line drawings**	Every elevation and colour rendered alike
03	**Listing images arrive after the frame is up**	Hero views planned for the listing date
04	**A new phase means a new set from scratch**	New lots reuse the models already built

The models are the asset. The images are the output.

A plan built from your construction drawings, with its roof, trim, stone and siding, is the largest cost of the first set. If it stays with one studio, every later image pays for cameras, lots and finishes, not for building the house again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most builders meet them from the plan set to the last lot of a phase. 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
Plan set	3D models of the plans and first exteriors to pick elevations, materials and colours	Owner, designer, sales lead	Plan models, materials
Financing	An aerial of the lot, exteriors and 3D floor plans for the loan package	Lender, investors, partners	Lot scene, floor plans
Approval	The house on its real lot and street views matched to the guidelines	HOA, review board, planners	Street cameras, landscape
Pre-sales	Listing and sign images, elevation options, interiors, a tour and a video	Buyers, agents, the sales center	Hero cameras, interior scenes
New phases	The same plans on new lots, new plans and progress views	New buyers, signed buyers	Everything above

Start where you are

If pre-sales is next, order the hero views and the interiors now, and ask for each plan to be kept as one model on file. That is what lets the next lots, the next phase and the next brochure reuse it rather than start again.

Not every builder passes through all five stages. A spec builder with a permit in hand may start at Pre-sales. The order still holds, and so does the rule: whatever stage comes first builds the models the others reuse.



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WHAT IT COSTS

Three plans, five stages, line by line

A composite for a builder selling three plans on a small phase, priced at mid-market studio rates. Unit rates are the same in both totals; only the plan model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Plan set: 3D models of three plans from construction drawings	3 x $900	**$2,700**
02	Plan set: first exterior views to pick elevations and colours	3 x $350	**$1,050**
03	Financing: aerial of the lot for the loan package	scene reused from Plan set	**$400**
04	Financing: 3D floor plans of the three plans	3 x $250	**$750**
05	Approval: street views for the HOA and the review board	scene reused from Plan set	**$700**
06	Pre-sales: hero exterior per plan at print size	3 x $500	**$1,500**
07	Pre-sales: elevations B and C and colour packages	6 x $350	**$2,100**
08	Pre-sales: model home interiors, standard and upgrade finishes	4 x $450	**$1,800**
09	Pre-sales: walkthrough video, 60 s	1 min x $4,000	**$4,000**
10	New phases: plans placed on four new lots	scene reused from Pre-sales	**$1,400**
11	New phases: one new plan, model and two exteriors	$900 + 2 x $350	**$1,600**
	Plan set stage		$3,750
	Financing stage		$1,150
	Approval stage		$700
	Pre-sales stage		$9,400
	New phases stage		$3,000
	Planned as one roadmap		**$18,000**
	The same visuals bought stage by stage, from scratch		**$28,800**

21%	6%	4%	52%	17%
PLAN SET	FINANCING	APPROVAL	PRE-SALES	NEW PHASES

From scratch means each later stage goes to a new vendor who builds the three plan models again for $2,700 before rendering anything. Shares are of the $18,000 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	**Plan set: the drawings**	DWG or PDF construction drawings, or a Revit or SketchUp model, for each plan.
02	**Plan set: the options**	Elevations A, B and C, the colour packages and the materials you offer.
03	**Financing: the lot**	Survey or site plan, and drone or site photos if you have them.
04	**Financing: the audience**	Who reads the loan package or the deck, and the date it is due.
05	**Approval: the rules**	HOA or design guidelines and the views the board asks for.
06	**Pre-sales: the channels**	The listing date, the sign or billboard size and the website.
07	**Pre-sales: the interiors**	Standard and upgrade finishes, and the rooms buyers ask about.
08	**Pre-sales: the film**	Length, music and where it plays: website, social media, the sales center.
09	**New phases: the lots**	The new lot map, which plans go where and any mirrored garages.

Change stage, keep the models

If we built your plans at an earlier stage, reopening them takes one email: name the stage, the new lots or images and any changes to the drawings since. The models are on file, so the quote starts from cameras and lots, 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/
Home builder work	maverickframe.com/solutions/home-builder-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.