



FIELD GUIDE / 2026 EDITION

Five Stages. One Resort Model. Paid For Once.

Which hotel visuals to order from financing to opening day, what the resort model carries over, and the budget split per stage, priced at mid-market studio rates.

START HERE

Five stages, five briefs, one resort rebuilt

Hotel projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the developer's broker for the lender pack, the architect's contact for planning, the operator's agency for the brand review, the sales team's supplier for the booking pages.

Each of them models the resort again from the same drawings, and each set looks slightly different from the last: another roof tone, another sea, a lobby that no longer matches the brand manual. The other leak is timing. Room renders get ordered once pre-opening sales have started, and the brand review sees the design for the first time when changes are already expensive.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Every stage models the resort again from drawings	One resort model, updated as the design moves
02	Lender and planning images that do not match	Finance and permit views rendered from the same scene
03	Lobby and rooms modelled for the brand review only	Interiors built once, reused for room types and the booking site
04	Room renders briefed after sales has launched	Pre-sale set scheduled while the brand review is still running
05	Opening film started from a blank file	Flythrough shot on cameras and scenes that already exist

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

A resort model built to the drawings is the largest cost in any hotel visual. If it stays with one studio and is updated as the design develops, 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

The five stages below are the ones on our hotel page. For each: what to order, who looks at it, and what the next stage inherits instead of paying for it again.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Finance	Aerial views, arrival and one hero image of the resort	Investors, lenders, joint venture partners	The resort and site model
Permit	Views from agreed viewpoints, landscape and night views	Planning boards, coastal and heritage reviews	Exterior cameras and facade materials
Brand	Lobby, key room, restaurant and signage views to the brand standards	The operator's design and brand teams	Interior scenes built to the FF&E schedule
Pre-sale	Every room type, villas, pool and dusk exteriors	Sales, booking platforms, travel partners	Room scenes and the exterior camera set
Open	A flythrough film, gallery stills and social images	The opening, website, press	A scene library for refurbishments and new wings

Start where you are

If you are already at the brand review, order the lobby and key room renders now and ask for them to be built to the FF&E schedule, with the interior scenes kept on file. That is what lets every room type for pre-sale and the opening flythrough reuse them rather than start again.



Maverick Frame production render.

WHAT IT COSTS

One resort, five stages, priced line by line

A composite of a mid-size beach resort, priced at mid-market studio rates. The resort is modelled once at finance and the interiors once at the brand stage. The rows marked as reused cost less because nothing is rebuilt before rendering.

LINE ITEM	BASIS	AT STUDIO RATES
01 Finance: resort and site model from drawings	build, once	\$4,200
02 Finance: aerial and arrival hero views	3 x \$550	\$1,650
03 Permit: views from agreed viewpoints, day and night	5 x \$450, model reused from Finance	\$2,250
04 Brand: lobby, key room and restaurant scenes	build, once	\$3,000
05 Brand: lobby, room and F&B renders for the brand review	6 x \$600	\$3,600
06 Pre-sale: room type and villa renders	6 x \$450, scenes reused from Brand	\$2,700
07 Pre-sale: pool, beach and dusk exteriors	3 x \$450, model reused from Permit	\$1,350
08 Open: resort flythrough film	1 min x \$7,000	\$7,000
09 Open: booking-site and gallery images	10 x \$300, scenes reused from Brand	\$3,000
Finance subtotal		\$5,850
Permit subtotal		\$2,250
Brand subtotal		\$6,600
Pre-sale subtotal		\$4,050
Open subtotal		\$10,000

Planned as one roadmap

\$28,750

The same visuals bought stage by stage, from scratch

\$47,350



From scratch means the same lines plus \$18,600: the \$4,200 resort model built again at Permit, Pre-sale and Open, and the \$3,000 interior scenes again at Pre-sale and Open. Shares above are of the \$28,750 planned total.

THE ONE PAGE

What to send us at each stage

The teams whose logos sit on our service pages 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	Finance: the drawings	Masterplan, site plan and elevations, even if they are early. Say which version is current.
02	Finance: the audience	Lender pack, investor deck or partner pitch. It decides the angles.
03	Permit: the viewpoints	Any viewpoints the planning authority has asked for, marked on a plan, and the site photographs.
04	Permit: the landscape	The landscape plan and the planting palette, even as a sketch.
05	Brand: the standards	The operator's brand manual, signage guidelines and the FF&E schedule.
06	Brand: the key spaces	Which spaces the review will judge first: arrival, lobby, the key room, the restaurant.
07	Pre-sale: the room types	The list of room and villa types, with the view each one really has.
08	Pre-sale: the channels	Where the images will run: the booking engine, travel platforms, the sales brochure.
09	Open: the date	The opening or press date, and where the flythrough will run.
10	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 resort at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The resort model and interiors 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.

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/
Hotel work	maverickframe.com/solutions/hotel-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.