



FIELD GUIDE / 2026 EDITION

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

Which housing development visuals to order from the land deal to the last phase, what the 3D site model carries over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one community

Most new communities buy visuals one stage at a time. A concept aerial from one freelancer, investor images from another, planning views from the architect, the sales brochure from an agency and the launch film from a drone crew.

Each of them models the same site and houses again, from the same drawings, and each makes them look slightly different. Buyers see five communities where you sell one, and you pay for the model five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The site and house types are modelled again for every new set	The community is modelled once and updated as the plan changes
02	Facade and colour options are new renders with new cameras	Options are material swaps from fixed cameras
03	Aerials, brochure images 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 community built in 3D from your master plan, with the plots, roads, house types and trees where your planner and architect put them, is the largest cost in any housing development 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

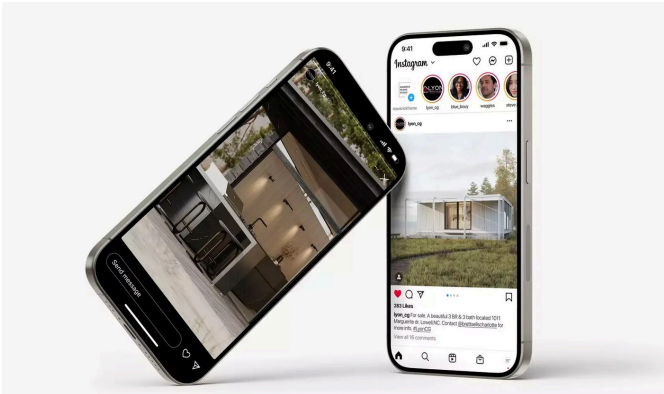
Five stages, in the order most new communities meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	A layout concept, typical house types and a first aerial	Your own team, the land deal	The site and house type model
Funding	Master plan view, aerials and house types	Investors, partners, the bank	The cameras and the house types
Planning	Accurate massing in its real context, views from nearby roads and homes	The planning authority, neighbours	The context model
Presale	Street scenes, interiors, 3D floor plans, social and ad formats	Buyers, agents, the website, ads	The light and the styling
Build-out	Flyover film, new phases and new house types	Buyers who reserved, the next phase	A scene library for the next site

Start where you are

If the investor meeting is next month, order the funding set now, and ask for the community to be kept as one scene with fixed cameras on file. That is what lets the planning views, the presale content and the launch film reuse it rather than start again.

Not every project passes through all five stages. A landowner selling plots may skip Funding; a builder adding a phase may start at Presale. 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

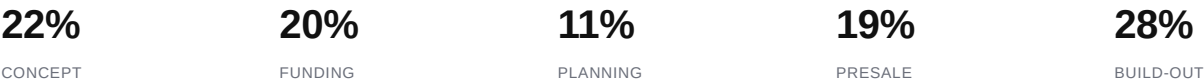
One community, five stages, line by line

A composite of a typical community of 24 homes in three house types with a clubhouse, 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 Concept: 3D site model with plots, roads and landscape from a survey or sketch	build, once	\$2,500
02 Concept: first aerial and one house type view for the go decision	\$936 + \$624, model reused	\$1,560
03 Funding: master plan view and dusk aerial for the investor deck	2 x \$936, model reused	\$1,872
04 Funding: three house types, one view each	3 x \$624, model reused	\$1,872
05 Planning: context model of nearby roads and homes	build, once	\$900
06 Planning: views from nearby roads and homes	2 x \$624, models reused	\$1,248
07 Presale: street scenes and the arrival view	3 x \$624, model reused	\$1,872
08 Presale: model home interiors, one per house type	3 x \$390, model reused	\$1,170
09 Presale: social media and ad formats	10 x \$60, renders reused	\$600
10 Build-out: flyover film	1 min x \$4,000	\$4,000
11 Build-out: views of the next phase	2 x \$624, cameras reused	\$1,248
Concept subtotal		\$4,060
Funding subtotal		\$3,744
Planning subtotal		\$2,148
Presale subtotal		\$3,642
Build-out subtotal		\$5,248

Planned as one roadmap **\$18,842**

The same visuals bought stage by stage, from scratch **\$28,842**



From scratch means the same lines plus \$10,000: the \$2,500 site model built again at Funding, Planning, Presale and Build-out. Shares above are of the \$18,842 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	Concept: the brief	The land, a survey or a sketch, the number of homes and who they are for. No finished design is needed.
02	Funding: the audience	Who sees the deck first: investors, a partner, the bank or the landowner.
03	Planning: the context	The site in its landscape, nearby roads and homes, and what the planning authority asks to see.
04	Presale: the drawings	The master plan, the house type plans and elevations, and the finish schedule.
05	Presale: the styling	Who the homes are for, and two references for the mood.
06	Presale: the channels	Where the visuals will run: website, brochure, sales gallery, social media, ads.
07	Build-out: the next phase	New plots, a new house type or the flyover script, and the launch date.
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 community at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes since. The model is 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/
Housing development work	maverickframe.com/solutions/housing-development-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.