



FIELD GUIDE / 2026 EDITION

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

Which warehouse and industrial building visuals to order from concept to opening, what the 3D model of the site carries over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one building

Most industrial projects buy visuals one stage at a time. A massing view from the architect, investor images from a freelancer, hearing views from another studio, leasing images from the broker's agency and the opening film from a drone crew.

Each of them models the same site again, from the same drawings, and each makes it look slightly different. Tenants see five buildings where you are leasing one, and you pay for the model five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The site is modelled again for every new set	The building is modelled once and updated as the design changes
02	Cladding and office-front options are new renders with new cameras	Options are material and colour swaps from fixed cameras
03	Aerials, leasing images and film look like other projects	One look across stills, aerials, listing images and film

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

A building made in 3D from your drawings, with docks, doors, yards and clear heights where your architect and design-build contractor put them, is the largest cost in any industrial 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 warehouse and industrial projects 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	Concept design, massing, facade options and a first site aerial	Your own team or board, the go decision	The site model
Funding	Arrival, truck court, office front and the whole site from above	Investors, lenders, partners	The cameras and the site
Permit	Accurate massing in its street context, with screening and planting	The zoning board, the planning authority, neighbours	The context model
Leasing	Listing stills, hall interior, brochure, website and social formats	Tenants, brokers, the leasing website	The light and the styling
Opening	Flyover film, the next building and tenant fit-out views	Tenants, press, the next phase	A scene library for the next site

Start where you are

If the investor committee is next month, order the funding set now, and ask for the site to be kept as one scene with fixed cameras on file. That is what lets the hearing views, the leasing images and the opening film reuse it rather than start again.

Not every project passes through all five stages. An owner-occupier may skip Leasing; a developer adding a second building may start at Permit. 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

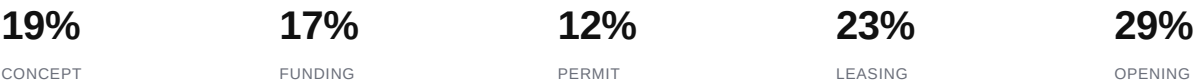
One building, five stages, line by line

A composite of a typical speculative warehouse with an office front and a truck court, 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 model of the site, building and truck court from sketches or drawings	build, once	\$2,000
02 Concept: first street view and site aerial for the go decision	\$624 + \$936, model reused	\$1,560
03 Funding: arrival, office front and truck court views for the investor deck	3 x \$624, model reused	\$1,872
04 Funding: hall interior view	1 x \$390, model reused	\$390
05 Funding: whole-site aerial	1 x \$936, model reused	\$936
06 Permit: context model of the street and neighbours	build, once	\$900
07 Permit: street views with screening and planting	2 x \$624, models reused	\$1,248
08 Leasing: listing stills, day and dusk	4 x \$624, model reused	\$2,496
09 Leasing: hall, mezzanine and office interiors	3 x \$390, model reused	\$1,170
10 Leasing: brochure, website and social formats	10 x \$60, renders reused	\$600
11 Opening: flyover film	1 min x \$4,000	\$4,000
12 Opening: views of the next building	2 x \$624, cameras reused	\$1,248
Concept subtotal		\$3,560
Funding subtotal		\$3,198
Permit subtotal		\$2,148
Leasing subtotal		\$4,266
Opening subtotal		\$5,248

Planned as one roadmap \$18,420

The same visuals bought stage by stage, from scratch \$26,420



From scratch means the same lines plus \$8,000: the \$2,000 site model built again at Funding, Permit, Leasing and Opening. Shares above are of the \$18,420 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	A sketch, a site plan or the footprint and dock count, plus who the building is for. No finished design is needed.
02	Funding: the audience	Who sees the deck first: investors, a lender, the board or a landowner.
03	Permit: the context	The site in its street, the neighbours, truck routes and what the zoning board asks to see.
04	Leasing: the drawings	The dock layout, the office and mezzanine drawings and the finish schedule.
05	Leasing: the styling	Which tenants the building targets, and two references for the mood.
06	Leasing: the channels	Where the visuals will run: brochure, listing portals, the website, social media, the broker's deck.
07	Opening: the next phase	A second building, a tenant fit-out or the flyover script, and the opening 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 site 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/
Industrial building work	maverickframe.com/solutions/industrial-building-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.