



FIELD GUIDE / 2026 EDITION

Five Stages. One Building Model. One Source of Prices.

How an interactive apartment selector is built from the brief to the sales launch, what the 3D model and the price list carry over, and who keeps the selector current once buyers use it.

START HERE

Five tools, five price lists, one building

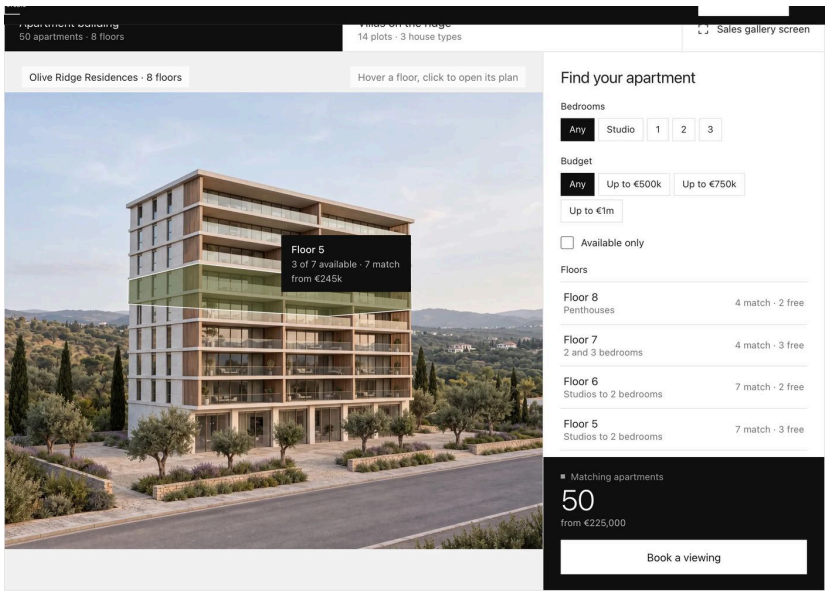
Most developers sell off-plan with tools bought one at a time. Renders from one studio, floor plans from the architect, a PDF price list from the sales team, a touch screen app for the sales gallery and a form on the website.

Each of them shows the same building slightly differently, and each needs its own update when a price changes. Buyers see sold apartments, agents correct them on every call, and nobody knows which list is current.

BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01 Renders, plans and the price list come from different people	One 3D model feeds the renders, the floor plans and the selector
02 Prices change in a PDF, a portal and an app, one by one	Prices and statuses change in one table or in your CRM
03 The website and the sales gallery show different things	One selector on the website, the touch screen and the agents' laptops

The model and the data are the asset. The selector is the output.

A building made in 3D from your architect's drawings, with every floor and apartment where the plans put them, and one source of prices and statuses, are the largest part of the work. If they stay in one place, every later phase, finish package or screen is an addition rather than a rebuild.



Demo project: Olive Ridge is a fictional development. Prices and availability are illustrative.

Olive Ridge, the demo project on our selector page.

THE ROADMAP

What to order at each stage, and what it keeps

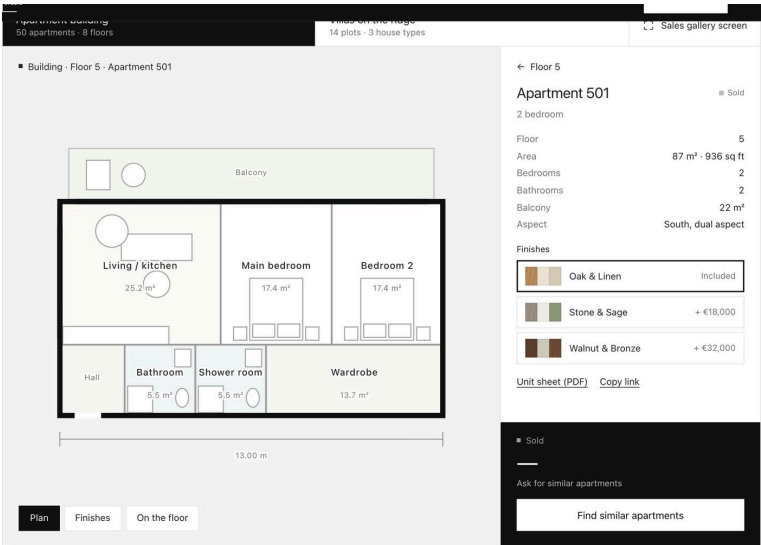
Five stages, in the order most selector projects follow. Each row says what is made, who looks at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Brief	Plans, unit list, price list, finish packages and where buyers will use the selector	Your sales and marketing team	The scope and the data structure
3D model	The building and the site in 3D from the architect's drawings	The architect, for a check	The model for every render and plan
Renders and plans	Exterior views with clickable floors, floor plans, interiors in each finish package	Buyers, the sales team	The cameras and the floor outlines
Build	The selector, filters, statuses, the enquiry form and the CRM or price list connection	Agents, the CRM manager	The data source for every screen
Launch	The website version, the sales gallery screen, the first price list update	Buyers, the sales gallery	A setup ready for the next phase

Start where you are

If renders of the building already exist, say so in the brief. The selector can reuse a 3D model built for them, and the stage you start from decides what is made new.

Not every project passes through all five stages. A developer with renders in hand may start at Build; a villa community may start from the site plan instead of the building. The order still holds, and so does the rule: whatever stage comes first builds the model and the data the others reuse.



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Olive Ridge, the demo project on our selector page.

AFTER THE LAUNCH

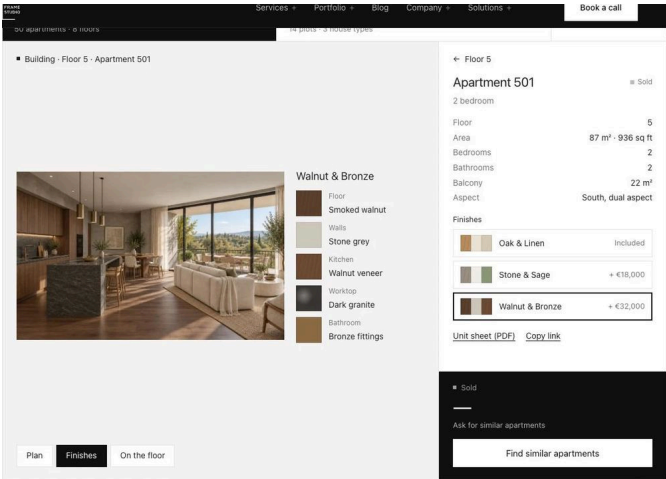
Who keeps the selector current, and how often

A selector is only as good as its last price update. This is the data it reads, where each item lives and who changes it once buyers start using it.

DATA	WHERE IT LIVES	WHO CHANGES IT	HOW OFTEN
Building, floors, site	The 3D model and the renders	The studio	When the design changes
Apartments and plans	The unit list and the floor plans	Your team, then the studio	Once per phase
Prices	A table or admin, or your CRM	Your sales team	Whenever the list changes
Statuses	A table or admin, or your CRM	Your agents	At each reservation and sale
Finish packages	Renders and the upgrade price list	The studio and your team	When a package is added
Requests	Your CRM	Your agents	With every enquiry

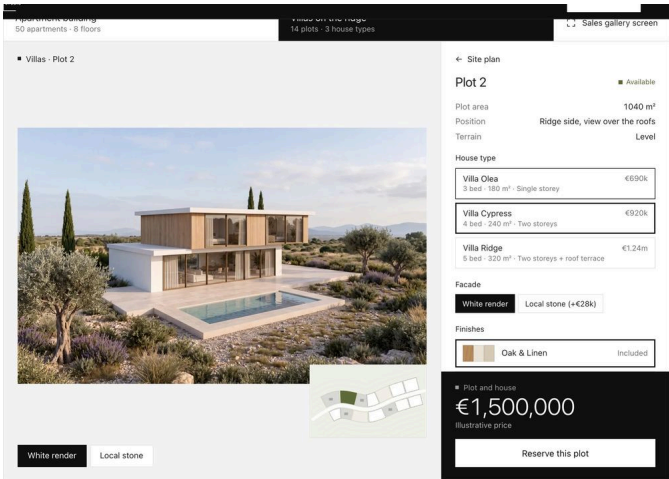
One change, every screen

When prices and statuses live in one table or in your CRM, a change shows on the website and on the sales gallery screen within minutes. Nobody sends a new PDF, and no agent has to remember which list is current.



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Olive Ridge, the demo project on our selector page.



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THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the scope and the timeline at each stage. Send what you have; missing items become questions, not delays.

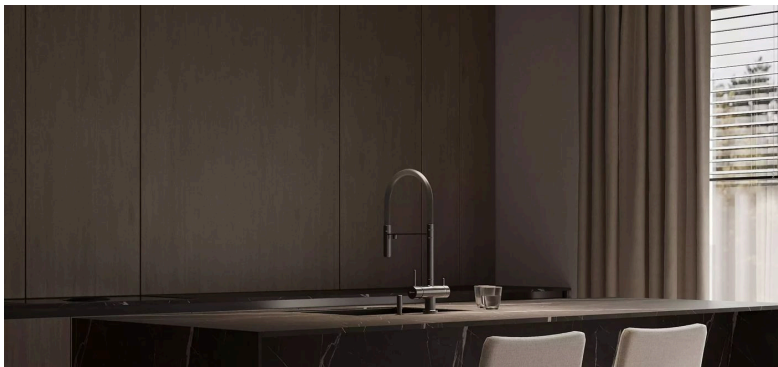
01	Brief: the project	The number of buildings, floors and homes, the unit types and where buyers will use the selector.
02	Brief: the sales	The launch date, the sales gallery screen if there is one, and the languages and currencies buyers need.
03	3D model: the drawings	The architect's model or drawings, the floor plans and the site plan.
04	Renders: the finishes	The finish packages and upgrades, with their prices, and two references for the mood.
05	Build: the data	The unit list with areas, prices and statuses, in a spreadsheet or exported from your CRM.
06	Build: the CRM	Which CRM you use and who on your side can give access to its API or webhooks.
07	Launch: the website	Where the selector goes on your website and who can add a short code there.
08	Every stage: the date	The sales launch or the sales gallery opening. We plan backwards from it.

Next phase, same setup

If we built the selector for an earlier phase, adding the next one takes one email: the new buildings or plots, their plans and the price list. The model and the data structure are on file, so the work starts from the new homes, not from zero.

Our terms are on the next page

Market rates for renders, our timelines and what counts as a revision round are set out on page 06. The selector itself is quoted per project, with a fixed price.



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
Selector: plan and fixed quote	Within one business day of the plans and the price list
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
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/
Selector work	maverickframe.com/services/interactive-apartment-selector/
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.