

FIELD GUIDE / 2026 EDITION

From Seedling to Mature Canopy: One Model, Paid Once.

Which views to order from concept to mature planting, what the landscape model carries over, and the budget split per stage, priced at mid-market studio rates.

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START HERE

The planting is modelled again at every stage

Landscape visuals rarely overspend on a single view. They overspend because every stage asks a different party for images: the landscape architect for concept moods, the planning consultant for approval views, the sales agent for garden shots.

Each of them builds the site again: terrain, paving, walls, trees and thousands of plants placed by hand. The sets never quite match, and a buyer comparing the brochure with the planning images sees a different garden. The other leak is timing: sales views get ordered after the brochure deadline is set, and nobody asks for mature planting views until the award entry is due.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Site and planting rebuilt for each consultant**	One landscape model, updated as the design develops
02	**Planning views and sales views that do not match**	Approval and sales views rendered from the same scene
03	**Planting shown at an age it will not reach for years**	Planting shown at handover, then grown in the same model
04	**Contractor details drawn apart from the marketing images**	Detail views cut from the model buyers have already seen
05	**Seasonal views quoted as a new project**	Seasons as a relight and a planting swap

In landscape, the model is the planting.

Terrain, hardscape and a placed planting scheme are the largest cost in any garden or public realm visual. Built once and kept with one studio, they carry every later set, from planning to the ten-year view.



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 landscape 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
Concept	Planting mood views and layout options	Landscape architects, owners, early design reviews	The site model and the planting palette
Approve	Eye-level and aerial views with trees, paving and lighting	Planning and community review	Agreed cameras and the approved scheme
Sell	Hero garden views, amenity renders and dusk shots	Brochures, listings, the sales office	Hero cameras and the dusk lighting set-up
Build	Planting phase and hardscape detail views	Contractors, nurseries, site coordination	The planting schedule matched to the model
Grow	Seasonal and mature planting views	Marketing refreshes, owner handbooks, award entries	The model at each growth stage

Start where you are

If the scheme is at planning, order the approval views now and ask for the planting to be placed from your schedule rather than dressed by eye, and for the model to stay on file. That is what lets the sales set, the contractor details and the mature planting views reuse it.



Maverick Frame production render.

WHAT IT COSTS

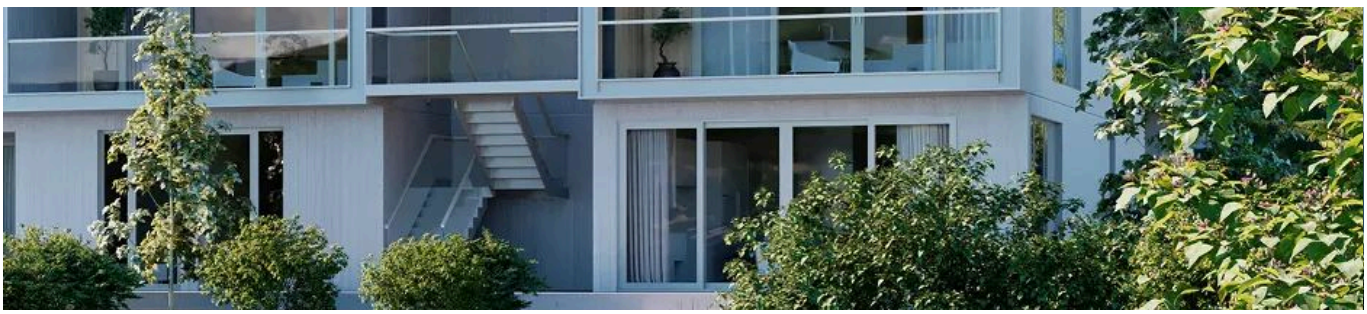
One landscape, five stages, priced line by line

A composite of a residential scheme with shared gardens, priced at mid-market studio rates. The site and planting are modelled once, at concept, so the rows marked as reused cost less.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Concept: site, hardscape and planting model	build, once	**$3,000**
02	Concept: planting mood views and layout options	4 x $300	**$1,200**
03	Approve: eye-level views	4 x $450, model reused from Concept	**$1,800**
04	Approve: aerial views	2 x $600, model reused from Concept	**$1,200**
05	Sell: hero garden and amenity views	4 x $550, model reused from Approve	**$2,200**
06	Sell: dusk shots	2 x $550, model reused from Approve	**$1,100**
07	Build: planting phase and hardscape details	6 x $300, model reused from Approve	**$1,800**
08	Grow: planting grown to five and ten years	update	**$900**
09	Grow: seasonal and mature planting views	6 x $300, model reused from Sell	**$1,800**
	Concept subtotal		$4,200
	Approve subtotal		$3,000
	Sell subtotal		$3,300
	Build subtotal		$1,800
	Grow subtotal		$2,700
	Planned as one roadmap		**$15,000**
	The same visuals bought stage by stage, from scratch		**$27,000**

28%	20%	22%	12%	18%
CONCEPT	APPROVE	SELL	BUILD	GROW

From scratch means the same lines plus $12,000: the $3,000 site and planting model built again at Approve, Sell, Build and Grow.



Maverick Frame production render.

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	**Concept: the layout**	Site plan or sketch layout, with levels if you have them.
02	**Concept: the palette**	Planting palette or mood references, photographs are fine.
03	**Approve: the drawings**	The landscape drawings as submitted, and the planting schedule.
04	**Approve: the viewpoints**	Any viewpoints the authority or community has asked for.
05	**Sell: the story**	Which outdoor spaces sell the homes: the garden, the pool, the play area, the path to the lake.
06	**Sell: the light**	Day or dusk for each view. Name the hero.
07	**Build: the details**	The edges, steps and junctions contractors keep asking about.
08	**Grow: the years**	The planting ages to show, such as handover, five and ten years, and any seasons.
09	**Grow: the use**	Marketing refresh, owner handbook or award entry. It decides the angles.
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 landscape at an earlier stage, reopening it takes one email: name the stage, the new views and any design changes since. The site and planting model 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/
Landscape work	maverickframe.com/services/landscape-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.