



FIELD GUIDE / 2026 EDITION

Five Stages. One House Model. Modelled Once, Not Four.

Which modular home visuals to order from concept to launch, what the 3D model of the house carries over, and the budget per stage, priced at mid-market studio rates.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Five vendors, five looks, one house model

Most modular brands buy visuals one stage at a time. A concept view from one freelancer, investor images from another, the catalogue from a studio, floor plans from a fourth and the launch film from an agency.

Each of them models the same house again, from the same drawings, and each makes it look slightly different. The buyer sees five houses where you sell one, and you pay for the model five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The house is modelled again for every new set	The house is modelled once and updated as the design changes
02	Options are new renders with new cameras	Options are material swaps from fixed cameras
03	Floor plans, tours and film look like other products	One look across stills, floor plans, tours and film

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

A house built in 3D from your factory drawings, with the modules, windows and finishes where your engineers put them, is the largest cost in any modular home 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 modular brands 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	Design concept, massing and a first exterior view of the new model	Your own team, the go decision	The house model
Funding	Hero exteriors and a first community aerial	Investors, lenders, partners	The site model and the cameras
Prototype	Catalogue exteriors, furnished interiors and 3D floor plans	Buyers, dealers, the website	The interiors and the floor plan style
Options	Cladding, roof, colour and layout variants from fixed cameras	The configurator, option sheets, dealers	The fixed cameras
Launch	Walkthrough film, virtual tour and social formats	The website, ads, social media, trade shows	A scene library for the next model

Start where you are

If the catalogue deadline is next month, order the prototype set now, and ask for the house to be kept as one scene with fixed cameras on file. That is what lets the options, the tour and the launch film reuse it rather than start again.

Not every model passes through all five stages. An established manufacturer may skip Funding; a dealer may start at Options. 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

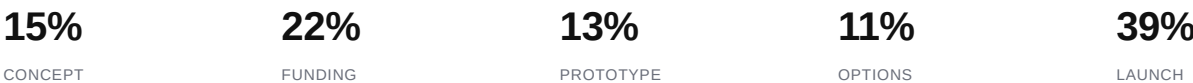
One house model, five stages, line by line

A composite of a typical new house model with a first community, 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 house from sketches or drawings	build, once	\$1,400
02 Concept: first exterior views for the go decision	2 x \$450, model reused	\$900
03 Funding: hero exteriors, day and dusk, for the investor deck	2 x \$450, model reused	\$900
04 Funding: site model with plots, roads and planting	build, once	\$1,800
05 Funding: first community aerial	1 x \$700, models reused	\$700
06 Prototype: furnished interiors for the catalogue	4 x \$400, model reused	\$1,600
07 Prototype: furnished 3D floor plans	2 x \$250, model reused	\$500
08 Options: cladding and colour variants from fixed cameras	8 x \$120, cameras reused	\$960
09 Options: layout variants as 3D floor plans	2 x \$200, model reused	\$400
10 Options: night and winter variants	3 x \$150, cameras reused	\$450
11 Launch: walkthrough film	1 min x \$4,000	\$4,000
12 Launch: virtual tour of the model home	1 tour, model reused	\$1,500
13 Launch: social media and ad formats	10 x \$60, renders reused	\$600
Concept subtotal		\$2,300
Funding subtotal		\$3,400
Prototype subtotal		\$2,100
Options subtotal		\$1,810
Launch subtotal		\$6,100

Planned as one roadmap \$15,710

The same visuals bought stage by stage, from scratch \$21,310



From scratch means the same lines plus \$5,600: the \$1,400 house model built again at Funding, Prototype, Options and Launch. Shares above are of the \$15,710 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 reference or the drawings, plus the buyer you design for. No finished design is needed.
02	Funding: the audience	Who sees the deck first: investors, a lender, a partner or a landowner.
03	Funding: the site	A plot plan or a typical site, and how many homes the first community shows.
04	Prototype: the drawings	Factory drawings, elevations, the floor plan and the finish schedule.
05	Prototype: the styling	Who the interiors are furnished for, and two references for the mood.
06	Options: the list	Every cladding, roof, window colour and layout you offer, and which are standard.
07	Launch: the channels	Where the visuals will run: website, configurator, dealers, social media, ads, trade shows.
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 house 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/
Modular home work	maverickframe.com/solutions/modular-home-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.