



FIELD GUIDE / 2026 EDITION

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

Which multifamily visuals to order from the land deal to the lease-up, what the 3D building model carries over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one building

Most apartment projects buy visuals one stage at a time. A massing view from one freelancer, investor images from another, design review views from the architect, model units from an interior designer and the lease-up film from an agency.

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

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The building and the units are modelled again for every new set	The building is modelled once and updated as the drawings change
02	Finish schemes are new renders with new cameras	Schemes are material swaps from fixed cameras
03	Aerials, amenities 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 building made in 3D from your architect's drawings, with the floors, balconies, amenities and landscape where your design team put them, is the largest cost in any multifamily 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

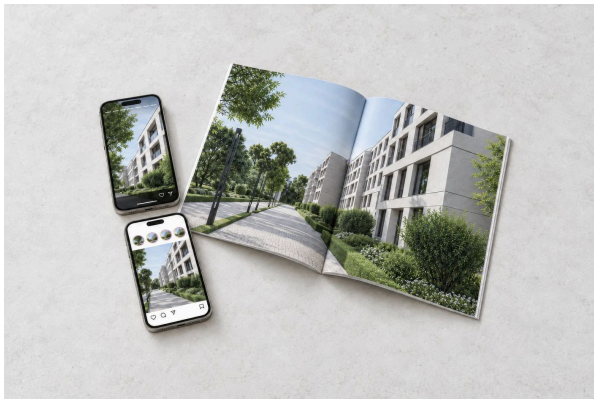
Five stages, in the order most apartment and condo projects meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Massing, a site layout and a first exterior view	Your own team, the land deal	The building and site model
Capital	Arrival view, dusk aerial and two amenity views	Investors, lenders, JV partners	The cameras and the amenity look
Approvals	Accurate street views and context aerials of the real building	Design review, the community	The context model
Pre-sales	Model units per unit type, the amenity set, brochure images	Buyers, renters, the leasing team	The light and the styling
Lease-up	Social and ad formats, a walkthrough film, construction updates	Renters, ads, the website	A scene library for the next building

Start where you are

If the investor meeting is next month, order the capital set now, and ask for the building to be kept as one scene with fixed cameras on file. That is what lets the design review views, the model units and the lease-up film reuse it rather than start again.

Not every project passes through all five stages. A developer with approvals in hand may start at Capital; an operator repositioning a building may start at Pre-sales. 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

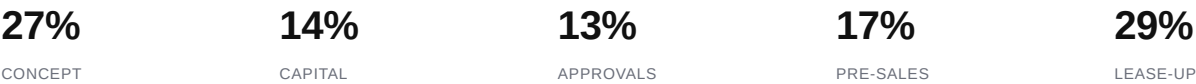
One building, five stages, line by line

A composite of a typical mid-rise rental building with four unit types and an amenity floor, 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 building and site model from massing or drawings	build, once	\$2,800
02 Concept: first exterior and site aerial for the go decision	\$624 + \$936, model reused	\$1,560
03 Capital: arrival view and dusk aerial for the investor deck	\$624 + \$936, model reused	\$1,560
04 Capital: lobby and rooftop amenity views	2 x \$390, model reused	\$780
05 Approvals: context model of the street and nearby homes	build, once	\$900
06 Approvals: views from the street and nearby homes	2 x \$624, models reused	\$1,248
07 Pre-sales: model units, one per unit type	4 x \$390, model reused	\$1,560
08 Pre-sales: fitness, coworking and pool amenity views	3 x \$390, model reused	\$1,170
09 Lease-up: social media and ad formats	10 x \$60, renders reused	\$600
10 Lease-up: walkthrough film	1 min x \$4,000	\$4,000
Concept subtotal		\$4,360
Capital subtotal		\$2,340
Approvals subtotal		\$2,148
Pre-sales subtotal		\$2,730
Lease-up subtotal		\$4,600

Planned as one roadmap \$16,178

The same visuals bought stage by stage, from scratch \$27,378



From scratch means the same lines plus \$11,200: the \$2,800 building model built again at Capital, Approvals, Pre-sales and Lease-up. Shares above are of the \$16,178 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 site, a massing study or a sketch, the number of units and who they are for. No finished design is needed.
02	Capital: the audience	Who sees the deck first: investors, a lender, a JV partner or the landowner.
03	Approvals: the context	The site in its street, nearby buildings, and what the design review board asks to see.
04	Pre-sales: the drawings	The architect's model or drawings, the unit plans and the finish schedule.
05	Pre-sales: the styling	Who the residents are, the amenity list and two references for the mood.
06	Lease-up: the channels	Where the visuals will run: website, leasing office, brochure, hoarding, social media, ads.
07	Lease-up: the film	The walkthrough route, from the street through the lobby to a unit and the rooftop, 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 building 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/
Multifamily work	maverickframe.com/solutions/multifamily-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.