



FIELD GUIDE / 2026 EDITION

Five Stages. One Office Model. **Built Once, Not Four.**

Which office visuals to order from funding to move-in, what the building model carries over, and the budget split per stage, priced at mid-market studio rates.

START HERE

Four vendors, four models, one office building

Office projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the broker's contact for the funding pack, the architect's for planning, the letting agent's supplier for the brochure, the fit-out designer's for the tenant.

Each of them models the building again from the same drawings, and each set looks slightly different from the last: another facade tone, another skyline, a typical floor fitted three different ways. The other leak is timing. Floor renders get ordered once the agents are already marketing on plans, and the tenant sees a Cat B option for the first time when the fit-out is already priced.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Every stage models the building again from drawings	One building model, updated as the design moves
02	Funding and planning images that do not match	Finance and Permit views rendered from the same scene
03	A typical floor fitted again for every brochure and tenant	One floor scene, re-dressed for each test fit and Cat B option
04	Floor renders briefed after the agents start marketing	Pre-let set scheduled while planning is still running
05	Launch film started from a blank file	Walkthrough and 360 tours made in scenes that already exist

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

A building modelled to the drawings, in the surroundings it really has, is the largest cost in any office visual. If it stays with one studio and is updated as the design develops, 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

The five stages below are the ones on our office 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
Finance	The building in context, its ESG features and one fitted typical floor	Investors, lenders, funding partners	The building and context model, the typical floor scene
Permit	Street-level views, massing in context, public realm and night views	Planning boards, design reviews, competition juries	Exterior cameras, facade materials, the real surroundings
Pre-let	Lobby, typical floor, amenities and terraces	Leasing agents, the brochure, the agent pack, the website	Lobby and amenity scenes, the floor camera set
Fit-out	Zoning, finishes and furniture options on the tenant's floor	The occupier's leadership, the fit-out contractor	Tenant layouts on the same cameras
Launch	A walkthrough film, 360 tours and social formats	The leasing launch, the staff move, the press	A scene library for the next tenant and refurbishments

Start where you are

If you are already pre-letting, order the lobby, typical floor and amenity renders now, and ask for the floor to be built as a scene that takes different layouts, with fixed cameras, kept on file. That is what lets each tenant's fit-out options and the launch walkthrough reuse it rather than start again.

Not every building passes through all five stages. A refurbishment may start at Pre-let, an owner-occupier may skip it and go straight to Fit-out. 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 office building, five stages, line by line

A composite of a ten-storey speculative office building, priced at mid-market studio rates. The building and a fitted typical floor are modelled once at Finance, the lobby and amenities once at Pre-let. The rows marked as reused cost less because nothing is rebuilt before rendering.

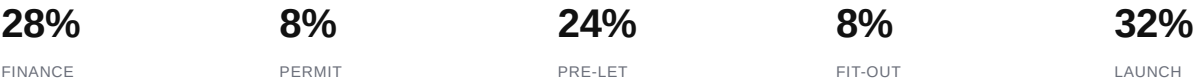
	LINE ITEM	BASIS	AT STUDIO RATES
01	Finance: building and context model from drawings	build, once	\$4,800
02	Finance: typical floor scene, fitted for a realistic tenant	build, once	\$1,800
03	Finance: context, ESG and fitted floor views	4 x \$450	\$1,800
04	Permit: street-level, massing and night views	6 x \$400, model reused from Finance	\$2,400
05	Pre-let: lobby, amenity and terrace scenes	build, once	\$3,200
06	Pre-let: lobby, typical floor, amenity and terrace renders	8 x \$500, model and floor scene reused from Finance	\$4,000
07	Fit-out: zoning, finish and furniture options on the tenant floor	6 x \$400, floor scene reused from Finance	\$2,400
08	Launch: walkthrough film, street to typical floor	1 min x \$6,000	\$6,000
09	Launch: 360 tour of lobby, amenities and typical floor	6 panoramas x \$450, scenes reused from Pre-let	\$2,700
10	Launch: social cut-downs of the film	3 edits x \$300	\$900
	Finance subtotal		\$8,400
	Permit subtotal		\$2,400
	Pre-let subtotal		\$7,200
	Fit-out subtotal		\$2,400
	Launch subtotal		\$9,600

Planned as one roadmap

\$30,000

The same visuals bought stage by stage, from scratch

\$53,000



From scratch means the same lines plus \$23,000: the \$4,800 building model built again at Permit, Pre-let and Launch, the \$1,800 typical floor scene again at Pre-let, Fit-out and Launch, and the \$3,200 lobby and amenity scenes again at Launch. Shares above are of the \$30,000 planned total.

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	Finance: the drawings	Floor plates, elevations and the site plan, even if they are early. Say which version is current.
02	Finance: the audience	Lender pack, investor deck or funding partner, and the ESG features they will look for.
03	Permit: the viewpoints	Any viewpoints the planning authority or the competition brief asks for, marked on a plan, with site photographs.
04	Permit: the street	The landscape plan, ground floor uses and lighting for the night views, even as a sketch.
05	Pre-let: the target tenant	The kind of tenant and headcount the typical floor should be fitted for, and the Cat A specification.
06	Pre-let: the channels	Where the images will run: the leasing brochure, the agent pack, the website, listing portals.
07	Fit-out: the tenant brief	The test fit or space plan, the FF&E schedule and the finish options to compare.
08	Launch: the date	The leasing launch or move-in date, and where the film and 360 tours will run.
09	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 design or layout changes since. The building model and floor scenes 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.



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/
Office work	maverickframe.com/solutions/office-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.