



FIELD GUIDE / 2026 EDITION

Five Stages of 360°. The Same Rooms, Modelled Only Once.

Which panoramas to order from design to leasing, what the rooms carry over from stage to stage, and the budget split, priced at mid-market studio rates.

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START HERE

Every 360° tour starts with the same rooms

A 360° panorama is only as expensive as the room behind it. The viewer can look anywhere, so every wall, ceiling, fitting and window view has to be modelled and finished, not just the part a still would show.

Budgets leak when each stage commissions its panoramas separately. The review rooms from design are thrown away, the investment committee gets a new lobby from another vendor, and the sales team pays for the show apartment a third time before it goes on tablets. The other leak is timing: presale tours get ordered once buyers are already asking for them, and there is no time left to plan the hotspots properly.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Rooms modelled again for each audience	Each room modelled once, finished for 360° from the start
02	Design review panoramas thrown away after sign-off	Review rooms become the presale show apartment
03	Hotspots and navigation added in a rush	Tour structure planned while the rooms are in design
04	VR version quoted as a separate project	VR export from the same panoramas
05	Rental units rendered again for the leasing portal	Leasing panoramas restyled from existing scenes

In 360°, you pay for the room, not the picture.

Once a room is modelled for 360°, a new panorama from it is mostly rendering time. Keep the rooms with one studio and each later stage costs a fraction of the first.



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 360° panorama 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
Design	360° views of key rooms to judge scale, ceiling height and finishes	Designers, owners	Room models finished for 360°
Approve	Panoramas of lobbies and amenities	Investment committees, operators, client sign-off	Lobby and amenity scenes
Presale	Show apartment panoramas with hotspots	Off-plan buyers, brokers, sales office tablets	The hotspot tour structure
Sell	Dusk variants, listing panoramas and a VR version	Listings, project website, events, sales gallery	Day and dusk lighting for every room
Lease	Unit and amenity panoramas restyled for rental	Leasing agents, rental portals, remote viewings	A room library for re-lets

Start where you are

If you are at presale, order the show apartment tour now and ask for the rooms to be modelled completely, ceilings and window views included, and kept on file. Ask for hotspot positions and a panorama resolution that also work in a VR headset, so the sales gallery and the leasing panoramas reuse them.



Maverick Frame production render.

WHAT IT COSTS

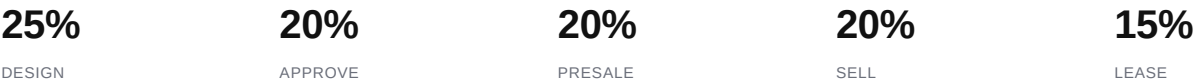
One set of rooms, five stages, priced line by line

A composite of a residential tower with a four-room show apartment, priced at mid-market studio rates. Rooms are modelled once, lobbies and amenities once. The rows marked as reused cost less because nothing is rebuilt before rendering.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Design: show apartment rooms modelled for 360°	4 x \$675	\$2,700
02	Design: 360° review views of the key rooms	4 x \$450	\$1,800
03	Approve: lobby and amenity spaces modelled	2 x \$900	\$1,800
04	Approve: panoramas of lobby and amenities	4 x \$450	\$1,800
05	Presale: final show apartment panoramas	4 x \$450, rooms reused from Design	\$1,800
06	Presale: hotspot tour for tablets and web	build	\$1,800
07	Sell: dusk variants for listings and events	6 x \$350, scenes reused from Presale	\$2,100
08	Sell: VR headset version	export and set-up	\$1,500
09	Lease: rental unit and amenity panoramas	6 x \$450, scenes reused from Approve	\$2,700
	Design subtotal		\$4,500
	Approve subtotal		\$3,600
	Presale subtotal		\$3,600
	Sell subtotal		\$3,600
	Lease subtotal		\$2,700

Planned as one roadmap \$18,000

The same visuals bought stage by stage, from scratch \$27,900



From scratch means the same lines plus \$9,900: the \$2,700 room models built again at Presale, Sell and Lease, and the \$1,800 lobby and amenities again at Lease. Shares above are of the \$18,000 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	Design: the plans	Floor plans and ceiling heights of the rooms to review.
02	Design: the finishes	Finish schedule or mood boards, even if still open.
03	Approve: the spaces	Which lobbies and amenities the committee or operator will judge.
04	Presale: the apartment	Which unit is the show apartment, and its furniture brief.
05	Presale: the tour	Hotspot links, floor plan navigation, and where the tour will be hosted.
06	Sell: the channels	Listings, website, VR headsets. It sets resolution and export formats.
07	Sell: the light	Day, dusk or both for each panorama.
08	Lease: the units	The unit types to show, and how rental styling differs from sale.
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 rooms at an earlier stage, reopening them takes one email: name the stage, the panoramas you need and any design changes since. The rooms and lighting 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/
360° panorama work	maverickframe.com/services/panorama-360/
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.