

FIELD GUIDE / 2026 EDITION

The Pool Is Built Once. Its 3D Model Should Be Built Once Too.

Which pool visuals to order from design to opening day, what the scene carries over from stage to stage, and the budget split, priced at mid-market studio rates.

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START HERE

The pool gets rebuilt in 3D at every stage

Pool visuals rarely overspend on one image. They overspend because the pool is modelled again every time a new audience needs to see it: the designer for the owner, the architect for the permit pack, the agent for the listing, the builder for the contractor.

Each rebuild redoes the hard part: the water, the tile and coping, the edge detail, the underwater lighting. And each version looks slightly different, so the listing pool does not match the one the owner signed off. The other leak is timing: night views get ordered after the permit pack has gone in without them, and the opening flythrough is briefed a week before launch.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Pool, deck and water rebuilt for each audience**	One pool scene, updated as the design settles
02	**Tile and coping chosen from samples, then re-matched in 3D**	Tile and coping options set up once and carried through
03	**Permit pack submitted without night views**	Day and night views rendered from the approved scene
04	**Contractor details drawn from scratch**	Edge, step and lighting details cut from the same model
05	**Opening flythrough started from an empty file**	Flythrough cameras run through the finished scene

Water is the expensive part.

Believable water, caustics and underwater light take the longest to set up in any pool visual. Set up once in a scene that stays with one studio, they carry every later image, from sign-off to the sunset shot on the booking page.



Maverick Frame production render.

THE ROADMAP

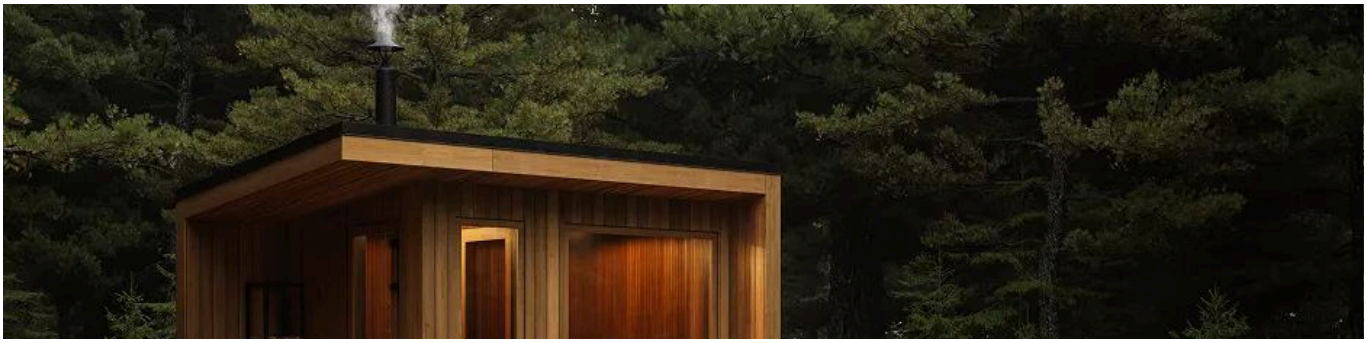
What to order at each stage, and what it keeps

The five stages below are the ones on our pool 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	Pool shape, tile and coping options with water and lighting	Designers, owners	The pool, deck and water set-up
Approve	Final-look renders and night views	Client sign-off, hotel operators, permit packs	Approved materials and lighting
Sell	Hero pool and deck views	Villa listings, resort brochures, investor presentations	Hero cameras and the furnished deck
Build	Detail views of edges, steps, lighting and equipment areas	Contractors, pool builders	Construction details tied to the model
Open	Sunset stills, a short flythrough and social images	The opening, website, bookings	A scene ready for seasonal updates

Start where you are

If the design is approved and you are selling, order the hero views now and ask for the pool to be built to the construction drawings, with the water and lighting set-up kept on file. That is what lets the contractor details and the opening flythrough reuse it instead of starting again.



Maverick Frame production render.

WHAT IT COSTS

One pool, five stages, priced line by line

A composite of a resort pool and deck, priced at mid-market studio rates. The pool, deck and water are set up once, at design. The rows marked as reused cost less because the scene is not rebuilt before rendering.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Design: pool, deck and water scene with tile options	build, once	**$2,800**
02	Design: shape, tile and coping options	4 x $350	**$1,400**
03	Approve: final-look day and night views	6 x $400, scene reused from Design	**$2,400**
04	Sell: hero pool and deck views	6 x $500, scene reused from Approve	**$3,000**
05	Build: edge, step, lighting and equipment details	6 x $300, scene reused from Approve	**$1,800**
06	Open: sunset stills	2 x $450, scene reused from Sell	**$900**
07	Open: flythrough, 30 seconds	0.5 min x $5,400	**$2,700**
	Design subtotal		$4,200
	Approve subtotal		$2,400
	Sell subtotal		$3,000
	Build subtotal		$1,800
	Open subtotal		$3,600
	Planned as one roadmap		**$15,000**
	The same visuals bought stage by stage, from scratch		**$26,200**

28%	16%	20%	12%	24%
DESIGN	APPROVE	SELL	BUILD	OPEN

From scratch means the same lines plus $11,200: the $2,800 pool, deck and water scene built again at Approve, Sell, Build and Open. Shares above are of the $15,000 planned total.



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	**Design: the shape**	Pool plan and sections, or a sketch with dimensions.
02	**Design: the finishes**	Tile, coping and deck options, with product names or photographs.
03	**Approve: the audience**	Owner, operator or permit authority. It decides day or night.
04	**Approve: the lighting**	Underwater and landscape lighting as specified.
05	**Sell: the story**	What sells the pool: the view, the deck, the swim-up bar, the sunset.
06	**Build: the details**	The edges, steps and equipment areas the builder needs to see.
07	**Open: the date**	The opening or booking launch date, and where the flythrough will run.
08	**Open: the formats**	Website, booking platforms, social. Sizes and lengths.
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 pool at an earlier stage, reopening it takes one email: name the stage, the new views and any design changes since. The pool, water and lighting set-up 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/
Pool work	maverickframe.com/services/pool-3d-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.