



FIELD GUIDE / 2026 EDITION

Six Months to Launch. One Brand, One Model. Planned Backwards.

What to make in which month before an off-plan sales launch, who each piece has to convince, and what the brand and the 3D model carry into the next stage.

START HERE

Five suppliers, five looks, one development

Most developments buy their launch in pieces: a name from a branding agency, renders from a CGI studio, a website from a web team, a brochure from a print designer and campaign creatives from an ad agency.

Each of them starts from its own files and its own schedule. Buyers see five versions of the project, and the sales launch waits for the slowest supplier.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP	
01	The name and the logo are approved on a white page	The brand is tested on a hoarding, a website and a brochure before sign-off	
02	Renders are lit and styled by a studio that never saw the brand	Renders are made in the brand's colours, light and mood	
03	The website, brochure and sales gallery wait for the renders	Every piece is planned backwards from the sales launch date	

The brand and the model are the assets. The materials are the output.

A name and an identity tested on real pieces, and a 3D model of the development built from your architect's drawings, are what every later material reuses. If both stay with one team, each new piece is layout and rendering, not a new start.



Maverick Frame concept launch for a villa community: investor deck pages with the masterplan and a sales chart.

THE ROADMAP

What to order at each stage, and what it keeps

Seven stages, in the order most off-plan developments meet them. Each row says what to make, who has to say yes and what the next stage reuses.

STAGE	MAKE THESE	WHO DECIDES	CARRIES OVER
Strategy	Project review, competing schemes, the buyer, positioning and the launch plan with dates	You and your partners	The positioning and the plan
Capital	Investor deck, first site visuals and the sales story	Funds, banks, JV partners	The 3D model and the story
Approvals	Street views and aerials of the real building	Planning, the community	The context model
Brand	Name, identity and brand book, tested on hoarding, web and print	You and your sales team	The brand rules
Pre-sales	Website, brochure, show apartments, floor plans, tours and the sales gallery	Buyers, brokers, the sales team	Renders, plans, the selector
Launch	Campaign creatives: social, Reels, ads, billboards and hoarding	Buyers, your media team	A library of brand assets
Handover	Construction updates and visuals for the next phase	Buyers, the next investors	Model and brand for phase two

Start where you are

If the investor meeting is next month, start with Capital and keep the model on file. If the project still has a working title, do the Brand stage before the website and the brochure, because every later piece carries the name.

Not every project passes through all seven stages, and media buying and PR stay with your agencies. Whatever stage comes first builds what the others reuse.



Maverick Frame concept launch for a villa community: brochure cover and a floor plan spread.

THE CALENDAR

Six months to launch, month by month

A composite plan for an off-plan development of about 60 homes, with sales opening in month six. Your dates will differ; the order and the overlaps usually do not.

MONTH	WHAT GETS MADE	WHO REVIEWS IT
Month 1	Project review, buyer and positioning, the launch plan with dates; the 3D model starts from the drawings or a massing model	You and your partners
Month 2	Name options, the identity and the brand book; the first exterior and aerial for the investor deck	You, investors
Month 3	The investor deck; exteriors, aerials and show apartment interiors in the brand's light	Investors, the bank
Month 4	The website with an apartment or villa selector, the brochure, the floor plan book and the price list layout	Your sales team
Month 5	Sales gallery content: the film, the tour and large prints; hoarding and campaign creatives in every size	Sales team, media agency
Month 6	Launch: the website goes live, the sales gallery opens, the creatives go to your media team	Buyers

1 - 2

MONTHS FOR POSITIONING, THE NAME AND THE BRAND

2 - 3

MONTHS FOR THE RENDERS, THE WEBSITE AND THE BROCHURE

1

MONTH FOR A REVIEW ROUND AND THE CAMPAIGN

Plan the sales gallery early

If you plan a sales gallery, its design is needed well before the launch, because your contractor builds the fit-out from it. Its film and prints come from the same model as the renders.

Shorter launches are possible when the brand or the renders already exist. A larger scheme, several phases or a second sales gallery add time.

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	Strategy: the project	The site, the unit mix, the target price and who the homes are for. No finished design is needed.
02	Strategy: the market	The competing schemes buyers will compare you with, and what is already decided.
03	Capital: the audience	Who sees the deck first: a fund, a bank, a JV partner or the landowner, and the date.
04	Approvals: the context	The site in its street, nearby buildings and what the planning authority asks to see.
05	Brand: the name	A working title, names you like or dislike, and any domain or social handles you already hold.
06	Pre-sales: the drawings	The architect's model or drawings, the unit plans, the finish schedule and the price list.
07	Launch: the channels	Your CRM, the media plan formats, and who runs the ads and PR.
08	Every stage: the date	The investor meeting, the hearing or the sales launch. We plan backwards from it.

Phase two, same brand

If we made your first phase, the next one starts with one email: the new drawings and the date. The brand, the model and the templates are on file.

Our terms are on the next page

Market rates for renders and film, our timelines and what counts as a revision round are on page 06. Brand, website and launch materials are quoted per project.



Maverick Frame concept launch for a villa community: a roadside billboard on the approach to the site.

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/
Development marketing	maverickframe.com/solutions/real-estate-developers/
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.