

FIELD GUIDE / 2026 EDITION

Five Launch Stages. One 3D Model. Your Margin Kept.

What an agency sells a developer from the pitch to the next phase, what the 3D model carries over, and the budget per stage.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Five stages, five suppliers, one development

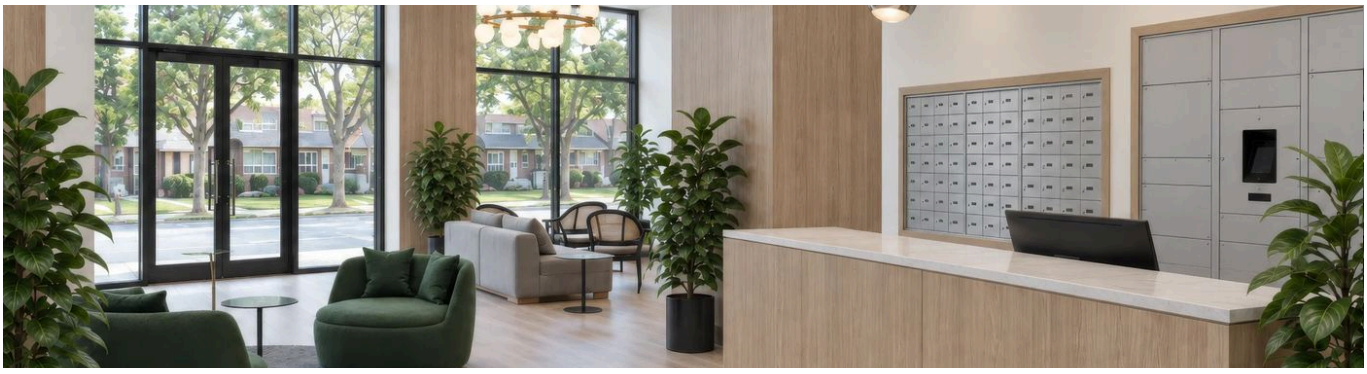
Most agencies buy a developer's launch visuals one stage at a time. A freelancer for the pitch image, a studio for the exteriors, a tour company for the presale, a video team for the lease-up and whoever is free when phase two starts.

Each of them builds the same building again, and each shows it slightly differently. The developer sees three versions of one facade, and your fixed fee absorbs every rebuild.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**The building is modelled again for each supplier**	One 3D model, kept on file for every stage
02	**Tours and plans arrive after the presale opens**	Tours, plans and the selector planned with the renders
03	**Renders, film and tours disagree on finishes**	One accurate scene behind every visual
04	**Each supplier's name shows up somewhere**	One white-label team, no credits anywhere

The model is the asset. The launch visuals are the output.

A building built from the drawings at real scale, with its finishes and landscape, is the largest cost of the first set. If it stays with one studio, every later stage pays for cameras, interiors and film, not for building the project again.



Maverick Frame production render.

THE ROADMAP

What to sell at each stage, and what it keeps

Five stages, in the order most developer launches move. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Pitch	A style frame or test view on the real drawings	The developer, your pitch deck	Building model, materials
Pre-launch	Exteriors, streetscapes, aerials and amenity renders	Project website, signage, first ads	Cameras, landscape, interiors
Presale	360° rotating aerial, unit selector, floor plans, 360° tours	Buyers online and in the sales gallery	Unit data, tour scenes
Lease-up	Walkthrough film, social cutdowns, leasing visuals	Renters, buyers, social media	Film scenes, camera moves
Next phase	Updated views and the next building	Existing buyers, phase two sales	The whole scene library

Start where you are

If the presale is next, order the selector, plans and tours now, and ask for the building and the interiors to be kept as one scene on file. That is what lets the lease-up film and the next phase reuse it rather than start again.

Not every project passes through all five stages. A rental building may skip the presale and go straight to lease-up. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



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WHAT IT COSTS

One mid-rise condo, five stages, line by line

A composite for one mid-rise condo, priced at mid-market studio rates. Rates are the same in both totals; only the model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Pitch: building model from the drawings	once	**$2,400**
02	Pitch: style frame for the pitch deck	1 view x $450	**$450**
03	Pre-launch: exteriors, streetscapes and site aerial	5 views x $520	**$2,600**
04	Pre-launch: amenity renders	3 views x $550	**$1,650**
05	Presale: aerial and unit setups	scene reused from Pre-launch	**$400**
06	Presale: 360° rotating aerial with clickable units	fixed scope	**$3,500**
07	Presale: unit selector with availability	fixed scope	**$4,000**
08	Presale: furnished floor plans	6 unit types x $150	**$900**
09	Presale: 360° interior tours	2 units x $1,200	**$2,400**
10	Lease-up: film setups	scene reused from Presale	**$300**
11	Lease-up: walkthrough film, 60 s	1 min x $5,000	**$5,000**
12	Lease-up: four social cutdowns, 15 s each	1 min x $3,000	**$3,000**
13	Next phase: scene updates for design changes	scene reused from Lease-up	**$600**
14	Next phase: updated views	3 views x $400	**$1,200**
	Pitch stage		$2,850
	Pre-launch stage		$4,250
	Presale stage		$11,200
	Lease-up stage		$8,300
	Next phase stage		$1,800
	Planned as one roadmap		**$28,400**
	The same visuals bought stage by stage, from scratch		**$36,700**

10%	15%	40%	29%	6%
PITCH	PRE-LAUNCH	PRESALE	LEASE-UP	NEXT PHASE

From scratch: each later stage pays a new supplier for the $2,400 model instead of $1,300 of scene updates. Shares are of $28,400.

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	**Pitch: the drawings**	Plans and elevations, or CAD, Revit or ArchiCAD files, and the view the developer cares about most.
02	**Pitch: your art direction**	References, mood and the brand your agency is building for the project.
03	**Pre-launch: the finishes**	The finish and material schedule, the landscape plan and the amenity list.
04	**Pre-launch: the channels**	Where the images go first: website, hoarding, brochure or ads, and their formats.
05	**Presale: the units**	The unit list with types, areas, floors and availability, in a sheet.
06	**Presale: the hosting**	Your or the developer's domain for the selector and tours, and the sales gallery screen size.
07	**Lease-up: the story**	Who the film is for, the length and the cutdowns your social plan needs.
08	**Next phase: the changes**	Design changes since the last set and the next building or phase.
09	**Any stage: the date**	The presale or lease-up date. A minute of animation takes about 4 to 6 weeks.

Change stage, keep the scene

If we built your client's project at an earlier stage, reopening it takes one email: name the stage, the new items and any design changes since. The model is on file, so the quote starts from cameras and layout, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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/
White-label real estate work	maverickframe.com/solutions/real-estate-marketing-agencies/
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.