



FIELD GUIDE / 2026 EDITION

Lender to Phase Two: One Model, Five Sets. **\$12,800 Less.**

Which renders to order from financing to the last phase, what the 3D model carries over, and a two-phase scheme priced both ways: \$38,150 planned, \$50,950 rebuilt.

START HERE

One development, five briefs, the same buildings rebuilt

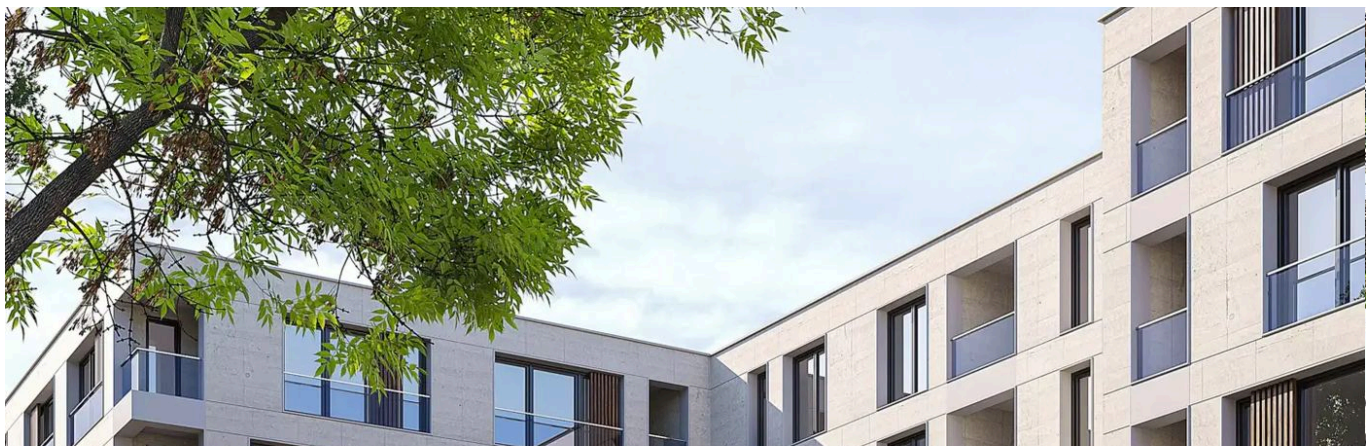
A development needs pictures long before it has a sales suite. The lender wants an aerial and a hero view, the planning board wants eye-level streets, the reservation list wants a brochure, the sales launch wants a film and a tour, and phase two wants all of it again.

Those orders are placed by different people, months apart. The finance team commissions the feasibility views, the architect the planning set, the marketing agency the brochure and the sales team the film, and each vendor builds the scheme again from the drawings. The other leak is timing: consultation views ordered once the submission date is fixed, and a virtual tour ordered after reservations have opened, arrive too late for the decision they were meant to support.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Each stage briefs a new studio, who models the buildings again	One scheme model, built at Finance and reopened for every set
02	The lender's aerial and the brochure aerial show different facades	The same model, updated as the design moves
03	Show-apartment interiors ordered when reservations are due	Interiors planned at Permit, so Pre-launch opens on time
04	Phase two looks like another developer's scheme	Phase two added to the same scene, light and cameras

The drawings are paid for once. The model should be too.

Building the scheme and its site from drawings is the largest single item in the first set of renders. Every later stage should pay for new views, interiors and film, not for the buildings again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our real estate rendering page. Find the row your development is at now; the last column is what you should ask the studio to keep, so the next stage starts from it.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Finance	Aerial context, massing in context and one hero exterior	Lenders, equity partners, feasibility packs	Scheme and site model, hero camera
Permit	Eye-level street views with landscaping, day and dusk	Planning officers, community consultation	Facades, planting, neighbouring buildings
Pre-launch	Hero exteriors, amenity views, show-apartment interiors, 3D floor plans	Brochure, website, reservation list	Finishes, furniture, unit types
Sales	Flythrough film, a virtual tour, portal and ad formats	Sales suite, agents, listing portals, paid social	Animation cameras, format setups
Next phase	New buildings and units in the same scene, a film update	Phase two launch, your portfolio	The whole scheme, for the phase after

Start where you are

If you are at Pre-launch, order the hero exteriors and show-apartment interiors now, and ask for two things: the furnished units are kept in the scene, and the cameras are set with the film in mind. The flythrough and the tour then start from a lit, approved scheme, and phase two costs new buildings, not a new model.



Maverick Frame production render.

WHAT IT COSTS

A two-phase scheme, priced both ways

A composite for a mid-size apartment scheme in two phases, priced at mid-market studio rates. From scratch uses the same unit prices, plus the \$3,200 scheme model rebuilt at each later stage.

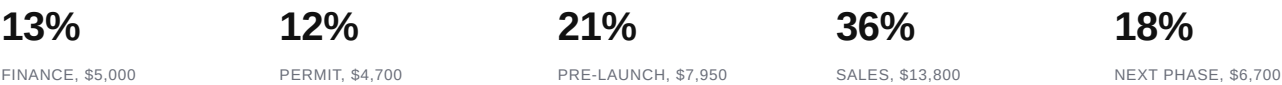
	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	Finance. Scheme and site model, both phases	build	\$3,200
02	Finance. Aerial context, massing aerial, hero exterior	3 x \$600	\$1,800
03	Permit. Facades, landscaping, neighbours	scene reused from Finance	\$1,400
04	Permit. Four street views, two dusk views	6 x \$550	\$3,300
05	Pre-launch. Finishes, two show apartments	scene reused from Permit	\$1,800
06	Pre-launch. Four exteriors, five interiors	4 x \$600 + 5 x \$450	\$4,650
07	Pre-launch. 3D floor plans, six unit types	6 x \$250	\$1,500
08	Sales. Flythrough film, 90 seconds	1.5 min x \$6,000, scene reused	\$9,000
09	Sales. Virtual tour, show apartment	6 x \$600	\$3,600
10	Sales. Portal, hoarding and ad formats	20 x \$60	\$1,200
11	Next phase. Phase two buildings and site	scene reused from Sales	\$1,600
12	Next phase. Four phase two stills	2 x \$600 + 2 x \$450	\$2,100
13	Next phase. Film update, 30 seconds	0.5 min x \$6,000	\$3,000
	Finance subtotal		\$5,000
	Permit subtotal		\$4,700
	Pre-launch subtotal		\$7,950
	Sales subtotal		\$13,800
	Next phase subtotal		\$6,700

Planned as one roadmap

\$38,150

The same visuals bought stage by stage from scratch

\$50,950



\$12,800 is the same scheme, modelled four more times.

THE ONE PAGE

What to send us at each stage

You do not need a specification to start at any stage. Send what you have, usually in the body of an email, and we quote from it. Two things per stage are enough.

01	Finance: drawings	Site plan, massing or the architect's model, with the phasing. Say which version is current.
02	Finance: the meeting	Who the renders are for, the date of the credit or investment committee, and what the site should show.
03	Permit: view points	The planning authority's view points, if they set them, and the submission date.
04	Permit: landscape	The landscape plan, or a note that generic planting will do until it exists.
05	Pre-launch: finishes	The finishes schedule and the unit types you open reservations with.
06	Pre-launch: channels	Brochure, website, hoardings, portals: this sets the formats and sizes.
07	Sales: the launch date	The date the sales suite opens. A minute of film takes 4 to 6 weeks.
08	Sales: the route	The arrival and the rooms the film and tour should walk, in a sketch or a list.
09	Next phase: changes	What changed in phase one on site, and the drawings for the new buildings.
10	Next phase: use	Where the new set will live: the phase two launch, handover packs, your portfolio.

Change stage, keep the scene

We keep the model, materials and cameras after each stage. When the development moves on, send the new brief and name the earlier order: we reopen the same scene, update what changed, and you pay for the new set.

Our terms are on the next page

Market rates, first draft times, revision rounds and rush terms are set out overleaf. Every price in this guide sits inside those bands.



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/
Real estate work	maverickframe.com/solutions/3d-rendering-for-real-estate/
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.