



FIELD GUIDE / 2026 EDITION

Five Stages. One Renovation Model. **Built Once, Not Four.**

Which renovation visuals to order from purchase to launch, what the building model carries over, and the budget split per stage, priced at mid-market studio rates.

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START HERE

Four vendors, four models, one renovation

Renovation projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the agent's contact before the purchase, the architect's for the approvals, a freelancer for the investor pack, the marketing agency for the launch.

Each of them models the existing building again from the same survey and photos, and each set looks slightly different from the last: another stone, another roof, another garden. The other leak is timing. Interior renders get ordered once the property is already listed, and investors see the finished rooms for the first time after the money is committed.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Every stage models the existing building again	One building and site model, updated as the design moves
02	Purchase and funding images that do not match	Purchase and Funding views rendered from the same scene
03	Interiors fitted again for every brochure	One set of room scenes, re-dressed as finishes are chosen
04	Sales images briefed after the listing goes live	Pre-sale set scheduled while the approvals are still running
05	Launch film started from a blank file	Walkthrough and 360 tours made in scenes that already exist

The model is the asset. The images are the output.

A building modelled to the survey, in the setting it really has, is the largest cost in any renovation visual. If it stays with one studio and is updated as the design develops, every later set is lighting, cameras and rendering rather than modelling.



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 renovation 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
Purchase	Two or three views of what the property could become	The buyer, partners, the bank	The existing building and site model
Funding	The renovated property in its real setting, set into site or drone photos, and one key interior	Investors, partners, lenders	Exterior cameras, the key room scene
Permit	Street and site views of the changes	Planners, heritage officers, neighbours	Facade materials, the real surroundings
Pre-sale	Exteriors, the main rooms and evening versions	Agents, buyers or tenants, the listing	Room scenes and the camera set
Launch	A walkthrough film, 360 tours and social formats	The listing launch, social, the press	A scene library for later phases

Start where you are

If you are already selling before completion, order the exteriors, main rooms and an evening version now, and ask for the building and rooms to be kept as scenes with fixed cameras on file. That is what lets the launch film, the tours and any finish changes reuse them rather than start again.

Not every renovation passes through all five stages. An owner renovating to live in may stop at Permit; an investor flipping a house may go from Purchase straight to Pre-sale. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

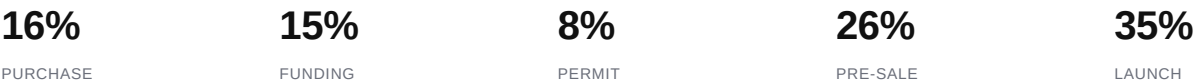
One renovation, five stages, line by line

A composite of a rural house renovation with a garden and pool, priced at mid-market studio rates. The building and site are modelled once at Purchase, the key room at Funding and the main rooms at Pre-sale. The rows marked as reused cost less because nothing is rebuilt before rendering.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Purchase: existing building and site model from survey and photos	build, once	\$2,400
02	Purchase: concept views of the renovated property	2 x \$450	\$900
03	Funding: exteriors set into site and drone photos	3 x \$500, model reused from Purchase	\$1,500
04	Funding: key room scene	build, once	\$1,200
05	Funding: key interior view	1 x \$450	\$450
06	Permit: street and site views of the changes	4 x \$400, model reused from Purchase	\$1,600
07	Pre-sale: main room scenes	build, once	\$2,400
08	Pre-sale: exterior and interior renders	6 x \$450, building model reused from Purchase	\$2,700
09	Pre-sale: evening versions of two cameras	2 x \$250, scenes reused	\$500
10	Launch: walkthrough film, garden to main rooms	1 min x \$5,000	\$5,000
11	Launch: 360 tour of the main rooms	4 panoramas x \$400, scenes reused from Pre-sale	\$1,600
12	Launch: social cut-downs of the film	3 edits x \$300	\$900
	Purchase subtotal		\$3,300
	Funding subtotal		\$3,150
	Permit subtotal		\$1,600
	Pre-sale subtotal		\$5,600
	Launch subtotal		\$7,500

Planned as one roadmap \$21,150

The same visuals bought stage by stage, from scratch \$34,350



From scratch means the same lines plus \$13,200: the \$2,400 building and site model built again at Funding, Permit, Pre-sale and Launch, the \$1,200 key room scene again at Pre-sale, and the \$2,400 main room scenes again at Launch. Shares above are of the \$21,150 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	Purchase: the building	The listing or survey, photos of the building and the plot, and what you are thinking of doing with it.
02	Purchase: the decision	Who has to be convinced: a partner, the bank, yourself. It decides which two or three views to make.
03	Funding: the drawings	Drawings or the 3D model of the renovation, even if early. Say which version is current.
04	Funding: the site	Site and drone photos if you have them, so the renders can be set into the real views.
05	Permit: the viewpoints	Any viewpoints the planners or heritage officers ask for, marked on a plan, with photos from those spots.
06	Pre-sale: the buyer	Who will buy or rent it, and the rooms and outdoor spaces that will sell it to them.
07	Pre-sale: the finishes	The material board or finish options, and the furniture style, even as references.
08	Launch: the date	The listing or launch date, and where the film and 360 tours will run.
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 property at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The building model and room scenes 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.



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/
Renovation work	maverickframe.com/solutions/renovation-rendering/
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.