



FIELD GUIDE / 2026 EDITION

Five Stages. One Campus Model. Paid For Once.

Which senior living visuals to order from feasibility to opening day, what the campus model carries over, and the budget split per stage, priced at mid-market studio rates.

START HERE

Five stages, five briefs, one community rebuilt

Senior living projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the broker's contact for the investor deck, the architect's for planning, the marketing agency's supplier for the brochure, the operator's for the opening.

Each of them models the community again from the same drawings, and each set looks slightly different from the last: another facade tone, another garden, a resident suite furnished three different ways. The other leak is timing. Model suite renders get ordered once the waitlist campaign should already be running, and investors see the dining room for the first time when the design is already fixed.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Every stage models the building again from drawings	One campus model, updated as the design moves
02	Investor and planning images that do not match	Funding and Approval views rendered from the same scene
03	Suites and amenities modelled again for every brochure	Interiors built once, re-dressed for each suite type and wing
04	Model suite renders briefed after pre-leasing starts	Pre-leasing set scheduled while approval is still running
05	Opening film started from a blank file	Walkthrough made in scenes that already exist

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

A campus modelled to the drawings, in the surroundings it really has, is the largest cost in any senior living 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

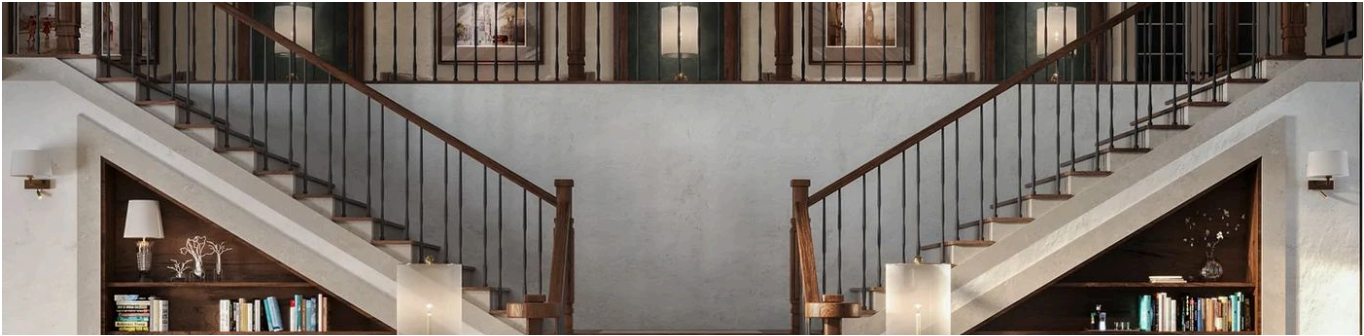
What to order at each stage, and what it keeps

The five stages below are the ones on our senior living 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
Feasibility	Massing in context, a campus aerial and one arrival view	The development team, the board, early partners	The campus and site model
Funding	Arrival at dusk, lobby, dining and a resident suite	Investors, lenders, joint venture partners	Interior scenes built to the finish schedule
Approval	Street and context views, materials, day and dusk	Planning boards, neighbours, design reviews	Exterior cameras and facade materials
Pre-leasing	Every suite type, amenities, gardens and 360 tours	Leasing teams, the brochure, the website, families	Suite scenes and the exterior camera set
Opening	A walkthrough film, gallery stills and social images	The opening, the website, referral partners	A scene library for new wings and refurbishments

Start where you are

If you are already raising capital, order the lobby, dining and suite renders now and ask for them to be built to the finish schedule, with the interior scenes kept on file. That is what lets every suite type for pre-leasing and the opening film reuse them rather than start again.



Maverick Frame production render.

WHAT IT COSTS

One community, five stages, priced line by line

A composite of a mid-size assisted living community, priced at mid-market studio rates. The campus is modelled once at feasibility and the interiors once while raising capital. The rows marked as reused cost less because nothing is rebuilt before rendering.

LINE ITEM		BASIS	AT STUDIO RATES
01	Feasibility: campus and building model from drawings	build, once	\$3,800
02	Feasibility: campus aerial and arrival view	2 x \$500	\$1,000
03	Funding: lobby, dining and suite scenes	build, once	\$2,800
04	Funding: arrival at dusk, lobby, dining, suite	4 x \$550	\$2,200
05	Approval: street and context views, day and dusk	4 x \$450, model reused from Feasibility	\$1,800
06	Pre-leasing: model suites and amenity renders	6 x \$450, scenes reused from Funding	\$2,700
07	Pre-leasing: 360 tours of a suite and the courtyard	2 x \$600, scenes reused from Funding	\$1,200
08	Opening: walkthrough film, entrance to suite	1 min x \$6,500	\$6,500
09	Opening: website, social and signage images	8 x \$300, scenes reused from Funding	\$2,400
Feasibility subtotal			\$4,800
Funding subtotal			\$5,000
Approval subtotal			\$1,800
Pre-leasing subtotal			\$3,900
Opening subtotal			\$8,900

Planned as one roadmap **\$24,400**

The same visuals bought stage by stage, from scratch **\$41,400**



From scratch means the same lines plus \$17,000: the \$3,800 campus model built again at Approval, Pre-leasing and Opening, and the \$2,800 interior scenes again at Pre-leasing and Opening. Shares above are of the \$24,400 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	Feasibility: the drawings	Site plan, massing and elevations, even if they are early. Facades of the key walls are enough to start.
02	Feasibility: the care mix	Independent living, assisted living, memory care or a full campus. It decides the spaces to show.
03	Funding: the audience	Investor deck, lender pack or partner pitch. It decides the angles.
04	Funding: the finishes	The finish schedule and two references for the mood you want residents to feel.
05	Approval: the viewpoints	Any viewpoints the planning board has asked for, marked on a plan, and photos of the site.
06	Pre-leasing: the suite types	The list of suite and apartment types, with the view each one really has.
07	Pre-leasing: the channels	Where the images will run: the brochure, the website, listings, social campaigns.
08	Opening: the date	The opening or open-house date, and where the film 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 community at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The campus model and interiors 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/
Senior living work	maverickframe.com/solutions/senior-living-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.