

FIELD GUIDE / 2026 EDITION

Five Stages. One Model of the Row. Built Once.

What to order from site feasibility to the last release, what the 3D model of the row carries over, and the share of the budget each stage takes.

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START HERE

Five stages, five vendors, the same row of homes

Most townhouse developers buy visuals one deadline at a time. A drafter's massing for the feasibility, a quick render for the council, a freelancer for the off-the-plan brochure, a video company for the launch and new images again for the next release.

Each of them rebuilds the same house types from the drawings, and each shows them a little differently. Buyers compare a brochure, a hoarding and a website that disagree on the brick, and the street view the council needed arrives after the hearing.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Each house type is modelled again for every job**	One 3D model of the row, kept on file
02	**Facade options appear as line drawings**	Every option rendered on the same street
03	**Council views made late, from a new model**	Street views planned for the lodgement date
04	**A new release means a new set from scratch**	New lots reuse the types already built

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

A row built from your drawings, with its brick, roofs, garages and landscape, is the largest cost of the first set. If it stays with one studio, every later image pays for cameras and finishes, not for building the row again.



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THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most townhouse developers meet them from the site to the last release. 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
Feasibility	A 3D model of the row and a first street view to test the yield and the look	Developer, architect, landowner	Row model, materials
Finance	A site aerial, the street and 3D floor plans of each type for the loan	Bank, investors, JV partners	Site scene, floor plans
Council	Street views and photo-matched images of the row in its real street	Council, design panel, neighbours	Street cameras, landscape
Off the plan	Hero views, facade options, display home interiors, a film, brochure and hoarding	Buyers, sales agents, the website	Hero cameras, interiors
Releases	The same types on the next lots and progress views for buyers	New buyers, signed buyers	Everything above

Start where you are

If off-the-plan sales are next, order the hero views and the display home interiors now, and ask for the row to be kept as one model on file. That is what lets the next release, the hoarding and the progress updates reuse it rather than start again.

Not every project passes through all five stages. A builder with an approved site may start at Off the plan. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



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WHAT IT COSTS

Six townhouses, five stages, line by line

A composite for a developer selling a row of six townhouses in two house types, priced at mid-market studio rates. Unit rates are the same in both totals; only the model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Feasibility: 3D model of the row, two house types, from concept plans	2 x $900	**$1,800**
02	Feasibility: first street view of the row	1 x $600	**$600**
03	Finance: site aerial for the bank and investors	scene reused from Feasibility	**$400**
04	Finance: 3D floor plans of the two house types	2 x $400	**$800**
05	Council: street view and photo-matched view for the application	scene reused from Feasibility	**$960**
06	Off the plan: hero exterior and two facade colour options	3 x $400	**$1,200**
07	Off the plan: display home interiors, living, kitchen, bedroom	3 x $400	**$1,200**
08	Off the plan: flythrough film, 45 s	0.75 min x $4,000	**$3,000**
09	Off the plan: brochure, hoarding and social sizes from the same images	layouts and crops	**$600**
10	Releases: second release, same types on new lots	scene reused from Off the plan	**$1,000**
11	Releases: construction progress views for buyers	2 x $220	**$440**
	Feasibility stage		$2,400
	Finance stage		$1,200
	Council stage		$960
	Off the plan stage		$6,000
	Releases stage		$1,440
	Planned as one roadmap		**$12,000**
	The same visuals bought stage by stage, from scratch		**$19,200**

20% FEASIBILITY

10% FINANCE

8% COUNCIL

50% OFF THE PLAN

12% RELEASES

From scratch means each later stage goes to a new vendor who builds the row model again for $1,800 before rendering anything. Shares are of the $12,000 planned total.

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	**Feasibility: the site**	Survey or site plan, photos of the street and the yield you are testing.
02	**Feasibility: the types**	Concept plans or sketches of each house type, and references you like.
03	**Finance: the audience**	Who reads the feasibility or the credit paper, and the date it is due.
04	**Council: the rules**	The planning controls, the views the council asks for and the lodgement date.
05	**Council: the street**	Photos from the camera positions you need, with heights if you have them.
06	**Off the plan: the options**	Facade and colour schemes, and the finishes in the display home.
07	**Off the plan: the channels**	The launch date, the hoarding size, the brochure and the website.
08	**Off the plan: the film**	Length, music and where it plays: website, social media, the sales suite.
09	**Releases: the lots**	The next release plan, which types go where and any mirrored units.

Change stage, keep the row

If we built your row at an earlier stage, reopening it takes one email: name the stage, the new lots or images and any changes to the drawings since. The model is on file, so the quote starts from cameras and lots, 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.



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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/
Townhouse work	maverickframe.com/solutions/townhouse-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.