

FIELD GUIDE / 2026 EDITION

Five Stages.
One Set of Photos.
Staged Once.

Which rooms and formats to stage from the first listing photos to a relaunch, what carries over to the next set, and the share of the work each stage takes.

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START HERE

One empty home, staged three times over

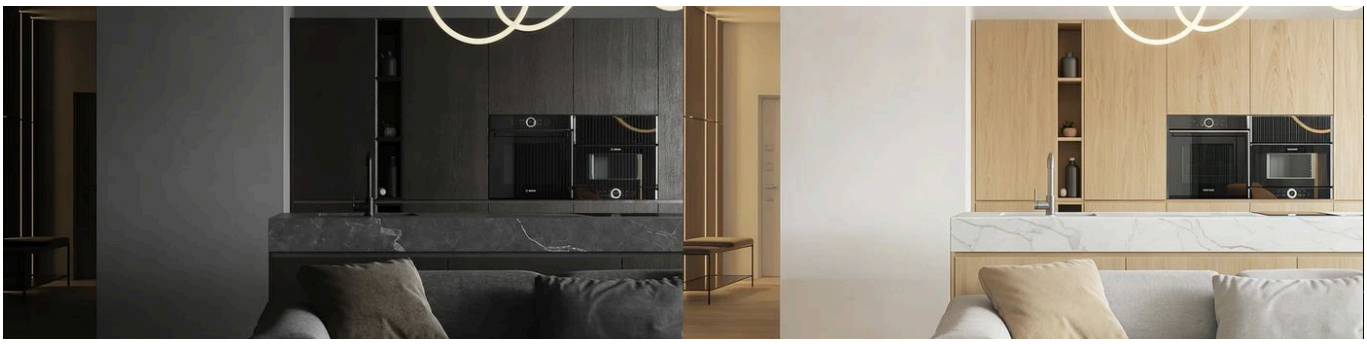
Most listings buy staging one step at a time. Staged photos for the launch, a different style for an ad, a video from someone else and a full restage when the price changes.

Each time the rooms are furnished again from the empty photos, and each set looks a little different, so the listing, the ads and the viewing screens show three versions of the same home. The other leak is timing: style options and video are ordered after the launch, when the first two weeks of attention are already spent.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Rooms furnished again for every job**	One furniture plan per room, kept on file
02	**Listing, ads and video that do not match**	Every format made from the same staged photos
03	**Style options ordered after launch**	Options agreed before the listing goes live
04	**A relaunch means staging from zero**	The same photos restyled for a new buyer
05	**Empty originals lost along the way**	Empty and staged versions delivered together

The staged rooms are the asset. The photos are the output.

Measuring each room, choosing furniture that fits its size and daylight and matching the light of the photo is the largest part of the first set. If the work stays with one studio, every later format reuses it instead of starting again.



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THE ROADMAP

What to order at each stage, and what it keeps

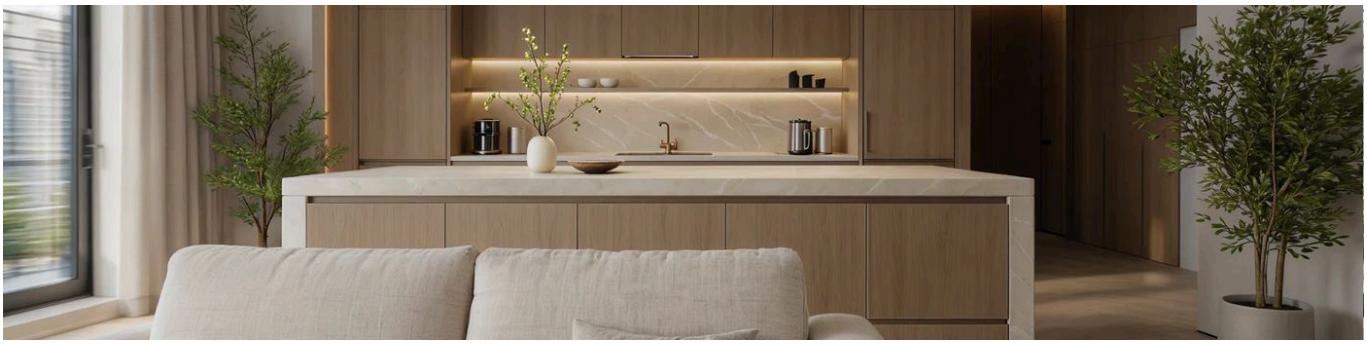
The five stages below are the ones on our virtual staging page, in the order most listings meet them from the first photos to a relaunch. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Prepare	A sample on one photo, the style brief and the list of rooms worth staging	You, the seller or the developer	Style brief, sample
List	Staged living areas, bedrooms and kitchen, with the empty originals	Buyers and renters on portals	Furniture plan per room
Promote	Style options of the key rooms and a walkthrough video from the staged photos	Ads, social feeds, email	Staged set, video edit
Show	The staged set sized for screens and print at viewings	Visitors at viewings and open houses	Print and screen sizes
Relist	The same photos restyled for a new buyer, renter or season	A new audience after a price change	Everything above

Start where you are

If the listing is already live and the ads are next, order the style options and the video now, and ask for the furniture plan of each room to be kept on file. That is what lets a relaunch reuse the same photos rather than stage them again.

Not every listing passes through all five stages. A rental may go straight from List to Relist. The order still holds, and so does the rule: whatever stage comes first sets up the rooms the others reuse.



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WHAT IT TAKES

A three-bedroom listing, five stages, set by set

A composite of a typical order for a three-bedroom home listed for sale, from the sample check to a relaunch. No client's listing is shown. Prices depend on the number of photos and the market, so this page shows what goes into each set and its share of the work instead.

STAGE	IN THE SET	REUSES	SHARE
Prepare	One living room photo staged as a sample, style brief agreed	Nothing yet	5%
List	Eight photos: living, dining, kitchen, three bedrooms, two outdoor areas	Style brief from Prepare	45%
Promote	Two style options of the living room and a walkthrough video	Staged photos from List	30%
Show	Screen and print sizes of the full set for viewings	Staged photos from List	5%
Relist	Four key rooms restyled for a new buyer	Empty originals and room plans	15%

5%
PREPARE

45%
LIST

30%
PROMOTE

5%
SHOW

15%
RELIST

Shares are of the work across all five stages. The later stages are small because they reuse the staged rooms; bought from scratch, each of them would start with the same room-by-room furnishing as List.



Maverick Frame production render.

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	**Prepare: the photos**	Photos of the empty rooms at full resolution, straight and with the lights on.
02	**Prepare: the buyer**	Who the home is for: a family, a couple, a renter, a short-stay guest.
03	**List: the rooms**	Which rooms to stage and which to leave empty, and the portals you list on.
04	**List: the facts**	Room sizes or a floor plan, so the furniture fits the real space.
05	**Promote: the formats**	Ad and social sizes, and whether you need a video and how long.
06	**Show: the viewings**	Screen sizes and print formats for the open house.
07	**Relist: the change**	The new price, buyer or season, and the rooms to restyle.
08	**Furnished rooms**	Photos of rooms with furniture you want cleared and restyled.

Change stage, keep the rooms

If we staged your photos at an earlier stage, reopening them takes one email: name the stage, the formats and any changes. The room plans are on file, so the next set starts from them.

Our terms are on the next page

Our standard timelines and what counts as a revision round are on page 06.

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/
Virtual staging work	maverickframe.com/services/virtual-staging/
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.