



FIELD GUIDE / 2026 EDITION

Concept to Charter: \$26,000 Goes on Rebuilding the Yacht.

Which visuals to order from concept to charter, what the yacht model carries over from stage to stage, and the budget split, priced at mid-market studio rates.

START HERE

The yacht is modelled again at every stage

Yacht visuals rarely overspend on a single render. They overspend because each stage of the build buys images from someone new: the designer's visualiser for the owner, a studio for the boat show, the yard's marketing team for the launch, a charter agent for the listing.

Each of them rebuilds the yacht: hull lines, superstructure, deck hardware, the salon and every cabin. It is the most expensive part of the work and it produces nothing new to look at. The other leak is timing: sales renders get ordered once the boat show stand is booked, and the charter listing waits for photography of a yacht that is still in the shed.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Hull and superstructure rebuilt for each stage	One yacht model, built from the GA and lines, kept on file
02	Sales interiors modelled again for the charter listing	Salon and cabins built once, restyled for charter
03	Launch film started after the yacht is in the water	Water scenes and aerial cameras planned during the build
04	Charter listing waits for photography	Charter walkthrough rendered before the first guest boards
05	Owner's changes quoted as new work	Design changes made as edits to the existing model

On a yacht, the model is most of the bill.

A detailed exterior and interior model is the largest line in any yacht visual. Built once to the general arrangement and kept with one studio, it carries every later set, from the owner's first review to the charter walkthrough.



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 yacht 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
Concept	Profile views, exterior styling options and early interiors	Owner, design team	The hull, superstructure and layout model
Sales	Hero exteriors, deck and salon renders and a short film	Brokers, boat shows, brochures	Finished interiors, film cameras, water set-up
Build	Interior detail views and progress visuals	Owner, shipyard, suppliers	Interiors updated to the final specification
Launch	Water scenes, aerial shots and a launch film	Press, social, the builder's website	Exterior lighting and water scenes
Charter	Cabin, deck and water toy views plus a walkthrough	Charter listings, agents, brokers	A model ready for refits and new listings

Start where you are

If the yacht is in build, order the progress and interior detail views now and ask for them to be made from the sales model, updated to the final specification rather than rebuilt. Ask for the model to stay on file with the film cameras, so the launch scenes and the charter walkthrough reuse them.



Maverick Frame production render.

WHAT IT COSTS

One yacht, five stages, priced line by line

A composite of a 40-metre motor yacht, priced at mid-market studio rates. The exterior is modelled once at concept and the interiors once at sales. The rows marked as reused cost less because nothing is rebuilt before rendering.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: exterior model from GA and lines plan	build, once	\$6,000
02 Concept: profile views and styling options	4 x \$400	\$1,600
03 Sales: hero exteriors	4 x \$550, model reused from Concept	\$2,200
04 Sales: deck and salon interiors modelled	build, once	\$4,000
05 Sales: deck and salon renders	4 x \$600	\$2,400
06 Sales: short film	1 min x \$7,000	\$7,000
07 Build: interior detail and progress views	6 x \$400, interiors reused from Sales	\$2,400
08 Launch: water scenes and aerial shots	4 x \$500, model reused from Sales	\$2,000
09 Launch: launch film	1 min x \$6,000, cameras reused from Sales	\$6,000
10 Charter: cabin, deck and water toy views	6 x \$400, interiors reused from Build	\$2,400
11 Charter: walkthrough	1 min x \$4,000, interiors reused	\$4,000
Concept subtotal		\$7,600
Sales subtotal		\$15,600
Build subtotal		\$2,400
Launch subtotal		\$8,000
Charter subtotal		\$6,400

Planned as one roadmap \$40,000

The same visuals bought stage by stage, from scratch \$66,000



From scratch means the same lines plus \$26,000: the \$6,000 exterior built again at Sales, Launch and Charter, and the \$4,000 interiors again at Build and Charter. Shares above are of the \$40,000 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	Concept: the lines	General arrangement, lines plan or a 3D model from the naval architect.
02	Concept: the styling	The options on the table and who decides between them.
03	Sales: the show	The boat show or brochure date, and which spaces sell the yacht.
04	Sales: the film	Length and where it will play: the stand, the broker's site, social.
05	Build: the specification	Final interior specification and any changes since the sales set.
06	Launch: the date	Launch date, and where the film and water scenes will run.
07	Charter: the layout	Cabin arrangement, deck spaces and the water toys on board.
08	Charter: the listing	The platforms and agents the walkthrough is for, with sizes.
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 yacht at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes to the specification. The model, interiors and film cameras 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/
Yacht work	maverickframe.com/services/yacht-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.