MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

We Priced Forty Floor Plans. You Needed Six.

One floor plan, five formats, five prices: which one a listing, a brochure or a portal actually needs, and why a forty-unit building rarely needs forty renders.

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START HERE

'A floor plan' is five different products

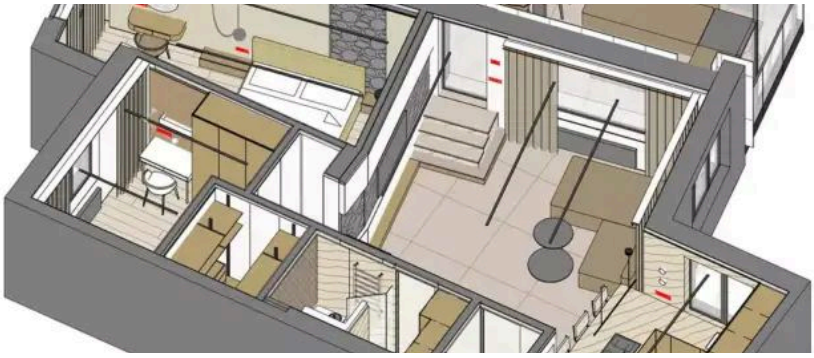
Most floor plan enquiries ask for 'floor plans for every unit, in 3D'. That sentence can mean five different things at five different prices, from a coloured 2D plan to a furnished cutaway that is closer to an interior render than to a drawing. Studios read it differently, which is why the quotes that come back rarely match.

The format should follow the channel, not the other way round. A portal thumbnail is seen at the size of a stamp. A brochure spread is read slowly, at arm's length. A sales suite screen is walked through with an agent. Each rewards a different amount of detail, and paying for cutaway detail on a thumbnail buys pixels that nobody will ever see.

	WHAT THE BRIEF SAYS	WHAT ACTUALLY DECIDES THE PRICE
01	**'Every unit'**	How many unit types there are. Handed and repeated flats are variants, not new plans.
02	**'In 3D'**	Top-down or cutaway. The camera angle changes the modelling, not just the view.
03	**'Fully furnished'**	Which channel needs furniture. Legal and lettings packs usually do not.
04	**'High quality'**	The size the plan will be seen at. A thumbnail and a brochure spread are different jobs.

Price the unit types, not the units.

A building of forty flats is usually six or seven layouts, repeated, mirrored and stacked. Render the types properly and relabel the rest. The buyer of flat 34 sees the same plan as the buyer of flat 12, with the right number on it.



Maverick Frame production render.

THE PRICE LIST

Five formats, priced side by side

Per-plan prices at mid-market studio rates for a typical two-bedroom flat. Larger or unusual layouts cost more; the ratio between the formats stays roughly the same.

FORMAT	WHAT IT SHOWS	WHERE IT WORKS	PER PLAN
2D colour plan	Walls, doors, room names, floor finishes as colour, dimensions	Legal packs, lettings, portals that need dimensions	$60
3D top-down, empty	The layout in 3D from above, real floor materials, no furniture	Technical sales sheets, fit-out and commercial space	$150
3D top-down, furnished	The same view, dressed with furniture and soft light	Portals, websites, most listings	$220
Isometric cutaway	An angled view with cut walls, furniture and depth	Brochure spreads, sales suites, hero images	$380
Unit-type set	One plan per layout in the chosen format, variants relabelled	Any building with repeated units	type rate + $30 per variant

	A FORTY-UNIT BUILDING, TAKEN LITERALLY	BASIS	AT STUDIO RATES
01	Every unit as a furnished isometric cutaway	40 x $380	**$15,200**
02	Every unit in furnished 3D top-down for the portal	40 x $220	**$8,800**
03	Every unit as a 2D colour plan for the legal pack	40 x $60	**$2,400**
	What the brief asks for		**$26,400**
	Six unit types, all three formats, 34 variants		**$4,980**

Unit-type set: 6 cutaways (6 x $380 = $2,280), 6 furnished top-downs (6 x $220 = $1,320), 6 colour plans (6 x $60 = $360) and 34 handed or stacked variants relabelled (34 x $30 = $1,020).

CHANNEL BY CHANNEL

Which format each channel actually needs

Match each channel to one format and most briefs shrink to one or two formats, ordered once per unit type. These are the pairings we recommend when nobody has decided yet.

	CHANNEL	THE FORMAT THAT WORKS
01	**Portal listing**	Furnished 3D top-down. It survives being shrunk to a thumbnail, and furniture tells a scroller what each room is for.
02	**Legal, lettings and survey packs**	2D colour plan with dimensions. Nobody signs anything because of a sofa.
03	**Brochure spread**	Isometric cutaway for the hero unit types, top-down for the rest. Cutaways earn their price at print size.
04	**Sales suite screen**	Cutaway or furnished top-down, used with an agent. Here detail is read, so it pays.
05	**Website unit selector**	Furnished top-down per unit type, with the unit number and orientation added per variant.
06	**Commercial and retail space**	Empty 3D top-down. Tenants want to picture their own fit-out, not yours.
07	**Investor deck**	Two or three cutaways of the key layouts. Investors look at the mix, not at every flat.
08	**Social and email**	One cutaway of the most attractive layout. A single strong image usually does more than a set of small ones.

When every unit really does need its own plan

Conversions, heritage buildings and custom homes often have no two layouts alike. There the unit is the type, and the per-unit price is honest. Say so in the brief, and send the plans for all of them at once so the modelling can be shared across the building.

THE ONE PAGE

What developers actually send us for floor plans

The clients whose logos sit on our service pages do not ask for 'every unit, in 3D'. They send something close to this, usually in the body of an email with the drawings attached, and it is enough to quote from and to start work.

01	**The drawings**	Architectural plans as PDF or CAD. Say which revision is final.
02	**The unit types**	How many layouts there are, and which units are handed or stacked copies.
03	**The channels**	Portal, brochure, website, legal pack. Where each plan will appear.
04	**The format per channel**	One of the five, or ask us to recommend one.
05	**Furnished or empty**	Per format. Furniture style in one line, or a mood photograph.
06	**Finishes**	Floor materials and one or two key finishes. The rest can be neutral.
07	**Labels**	Room names, dimensions, unit numbers, compass. In which language and units.
08	**Branding**	Your colours and fonts, or a plan from a previous scheme you liked.
09	**The date you need it**	The real one, often tied to a launch or a listing date.
10	**The budget**	A figure or a range. It is the fastest way to a fitting scope.

Send the unit schedule, we find the types

If you are not sure how many layouts you have, send the schedule and the plans. Finding the repeats is the first thing we do, and it usually reduces the scope before anyone opens a 3D file.

Decide the format once

Pick one format per channel and keep it for the whole scheme. Plans in mixed styles look like mixed quality, even when every single one is good.

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/
Floor plan work	maverickframe.com/services/3d-floor-plan-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-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.