



FIELD GUIDE / 2026 EDITION

Tenants Lease From **Three Images.** The Rest Win Awards.

The commercial shot list built around the leasing conversation: which images planning, investors and tenants need, in which order, and what each costs at studio rates.

START HERE

Built for the jury. Paid for by the lease.

Commercial schemes are often visualised the way architects present them: the dramatic aerial, the sculpted facade at dusk, the long view across an empty plaza. Those images win competitions and planning committees. A tenant's agent deciding whether a floor is worth a viewing asks different questions: where is the entrance, what is the reception like, and what does a floor look like with desks in it.

A commercial scheme has three audiences, and they arrive in sequence: planning first, investors next, tenants last. Each needs different images. Ordering everything at once, at the planning stage, means paying for tenant images before the lobby is designed, and paying again when it is.

WHAT THE AWARD IMAGE SHOWS		WHAT THE TENANT NEEDS TO SEE	
01	The whole building from the air	The arrival: street, entrance and signage position, at eye level.	
02	The facade at dusk	The reception and lobby, lit as they will be on a working day.	
03	An empty, dramatic plaza	A typical floor fitted out: desks, meeting rooms and the view from the window.	
04	Materials in raking light	What the rent pays for: terrace, gym, cycle store, the shared spaces.	

Three images, one conversation.

Arrival, reception and a fitted floor answer the first three questions a leasing conversation turns on. Everything else in a leasing pack supports them.



Maverick Frame production render.

THE SHOT LIST

Ten images, in the order you need them

Below is a composite scheme - offices over ground-floor retail - priced at mid-market studio rates. The order of the rows is the order to commission them: each stage reuses the model the one before it built, and nothing is rendered before it has been designed.

	IMAGE	STAGE	AT STUDIO RATES
01	Street view from the first agreed position	planning	\$500
02	Street view from the second agreed position	planning	\$500
03	Aerial view in context	planning	\$600
04	Hero at dusk, for the deck and the hoarding	investors	\$550
05	The planning aerial, retouched for the deck	investors	\$150
06	Arrival: entrance and signage, eye level	leasing	\$500
07	Reception and lobby, daytime	leasing	\$600
08	Typical floor, fitted out, with the view	leasing	\$600
09	Roof terrace or the lead amenity	leasing	\$500
10	Illustrated space plan, typical floor	leasing	\$350
	Planning set, three views		\$1,600
	Investor set, hero and retouched aerial		\$700
	Leasing set, five images		\$2,550
	If ordered at planning: lobby and floor redone once designed		+ \$1,200
The scheme, commissioned stage by stage			\$4,850
The same scheme, all ordered at planning			\$6,050

Tenants lease from rows 06 to 08.

Arrival, reception and a fitted floor. If the leasing budget only stretches to three images done properly, make it these three, rendered once the lobby design is signed off.

LINE BY LINE

Nine lines to rewrite before the quote

Each of these turns up in commercial briefs we receive. Rewriting them costs nothing, and it moves money from the images that win approval to the ones that fill floors.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 A signature aerial	Say whether the location is the argument. If it is, one aerial in context serves planning and the investor deck. If not, leave it out.
02 Dusk hero of the facade	One dusk hero for the deck and the hoarding. Ask for a wide and a portrait crop from the same render rather than two views.
03 Entrance 'to be designed'	Wait for the entrance and the signage position before rendering arrival. A placeholder canopy gets rendered twice.
04 Lobby by the interior designer	Send the designer's finishes and one reference image. The reception is where a viewing starts, so it earns the extra care.
05 Typical floor, open plan	Show it fitted out, with desks at a realistic density and the real view out. An empty floor plate reads as a shell, and tenants cannot picture themselves in a shell.
06 Amenity images	Render the one amenity that sets the rent apart. A gym, a terrace and a cycle store as three stills is a brochure page few people finish.
07 People and activity	Enough people to show scale and use, dressed for the building's sector. A crowd in a leasing image hides the space you are letting.
08 Retail frontage	If the ground-floor units are to let, a separate eye-level view of the frontage with signage zones marked. It is a different tenant with different questions.
09 All images at planning	Commission by stage, as on the previous page: planning images first, leasing images once the interiors are designed.

THE ONE PAGE

What our clients actually send us

The clients whose logos sit on our service pages do not send a competition board. They send something close to this, usually inside the body of an email, and it is enough to quote from and to start the first stage.

01	The scheme	Use, size and drawings. Say which set is current.
02	The stage you are at	Planning, funding, pre-let or launch. It decides which images come first.
03	Who the images are for	A committee, investors, agents or tenants.
04	The hero	One view, named and marked on the site plan.
05	Arrival and signage	Entrance position and signage zones, or 'not designed yet'.
06	Interiors	Reception finishes and a typical floor layout, if they exist.
07	Context	The real neighbours and streets, and how accurate they must be.
08	Where they will run	Deck, hoarding, the agent's website, a listing portal.
09	The date you need it	Tied to the stage, not to the opening.
10	The budget	For this stage, plus a rough figure for the rest.

Brief the stage, not the scheme

A brief for the planning set can be three lines long. The leasing brief comes later, when there is a lobby to describe, and it is better for the wait.

One model for all three stages

The model built for planning is the one the investor and leasing images come from. Say at the start that there will be three stages, and it is built with the later ones in mind.

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/
Commercial rendering	maverickframe.com/services/commercial-3d-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.