



FIELD GUIDE / 2026 EDITION

Six Images Sell an Off-Plan House. **Nine** Nobody Looks At.

The fifteen-image order a builder usually places, priced line by line, and the six images that actually carry a sale before the foundations are poured.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Nobody can visit it. Six images do the visit.

An off-plan house is sold before anyone can stand in it, so the images do the job a viewing would do. A viewing follows a route: the street, the front door, the kitchen, the garden, the main bedroom. The images that sell are the ones on that route. Everything else is documentation.

Builders and developers often order from the drawing set instead: one view per elevation, one per room. It feels thorough and it looks good in a planning pack. But a listing portal shows the first image large and the rest as a scroll, and a brochure spread holds three. The order grows, and the extra images wait in a folder.

ORDERED FROM THE DRAWINGS		ORDERED FROM THE VIEWING
01	One view per elevation	The street front and the garden. A side elevation sells nothing.
02	Every bedroom	The main bedroom. The others are the same room with a different bed.
03	Utility room, hall and study	Nothing. A floor plan shows they exist, and a plan costs a fraction of a render.
04	An aerial 'for completeness'	One aerial only if the plot or the neighbourhood is the selling point.

The listing is decided by the first image.

On a portal, the hero is the only image shown at full size before a buyer clicks. It deserves the budget, a dusk version and the most care. A third bedroom does not.



Maverick Frame production render.

THE INVOICE

Fifteen images ordered. Six did the selling.

Below is a composite of a typical order for a detached four-bedroom house sold off-plan, priced at mid-market studio rates. Every image on it is a reasonable request. The second column records whether it made it into the listing and the brochure.

	IMAGE	IN THE LISTING	AT STUDIO RATES
01	Street front, daylight	sells	\$500
02	Street front at dusk, lights on	sells	\$500
03	Rear garden and terrace	sells	\$450
04	Open-plan kitchen and living	sells	\$550
05	Main bedroom	sells	\$450
06	Main bathroom	sells	\$450
07	Side elevation	skipped	\$400
08	Second street angle	skipped	\$450
09	Driveway and garage	skipped	\$400
10	Entrance hall	skipped	\$400
11	Bedroom two	skipped	\$400
12	Bedroom three	skipped	\$400
13	Utility room	skipped	\$350
14	Home office	skipped	\$400
15	Aerial of the plot	skipped	\$600
	Six images that did the selling		\$2,900
	Nine images nobody looked at		\$3,800
	What the fifteen cost		\$6,700
	What the six cost		\$2,900

\$3,800 is the next house type, already rendered.

The nine skipped images were made with the same care as the six. Spent on the six for a second house type, or on a short film of the kitchen and garden, the same money works for the sale instead of the archive.

LINE BY LINE

The six that sell, and how to brief each

Brief these six carefully and the rest of the set becomes optional. The last three lines are what to do with the budget you have freed.

THE IMAGE	WHAT TO BRIEF
01 Street front, daylight	Camera at the eye height of someone on the pavement, not a drone. Name the brick, cladding and roof tile; they are what a buyer checks against the show home.
02 Street front at dusk	The same camera, lights on inside. Often the strongest portal hero, so ask for a wide crop and a square from the same render.
03 Rear garden and terrace	Show the garden as it will be handed over, then say whether mature planting is wanted. A garden the buyer will not get becomes a complaint later.
04 Kitchen and living	The room people buy. Fix the worktop, cabinet finish and floor before modelling; this is the view that changes most in revisions.
05 Main bedroom	The window, the bed wall and the view out. Say whether the view must be the real one; the plot next door may not be built yet.
06 Main bathroom	Tile, tap and light. It is a close view, so specified products show: name them or accept library equivalents.
07 The nine others	Replace them with a furnished floor plan. It shows where the utility room and the study are for a fraction of a render.
08 More house types	On a development, render the six for each house type rather than fifteen for the first. Buyers compare types, not rooms.
09 The order of work	Commission the street front first, approve it, then the rest. Materials and light are settled on one image, and the others follow faster.

THE ONE PAGE

What developers actually send us

The clients whose logos sit on our service pages do not send a room-by-room image list. They send something close to this, usually inside the body of an email, and it is enough to quote from and to start work.

01	The house	Type, number of plots, and drawings. Say which set is current.
02	Where it will be sold	Portal, brochure, site board, show suite. It sets crops and resolution.
03	The six views	Or your version of them, with the hero named.
04	Exterior materials	Brick, cladding, roof and windows, as named products where you have them.
05	Kitchen and bathroom	The finishes, or 'library, similar' where nothing is fixed.
06	The garden	As handed over, or with mature planting. Say which.
07	Context	A site photograph, the real neighbours, or a generic street.
08	Time of day	Daylight for the set, dusk for the hero.
09	The launch date	The real one, when the listing goes live.
10	The budget	A figure or a range. It is the fastest way to a fitting set.

Six now, more at launch

Order the six before release and add images once you know which house type moves slowest. The model is already built by then, so extra views are quick to add.

Render what you hand over

Buyers compare the finished house with the brochure. The image that promised a mature garden or a finish that was value-engineered out is the one they bring to the handover.

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/
Residential rendering	maverickframe.com/services/3d-residential-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.