



FIELD GUIDE / 2026 EDITION

We Priced a Show Flat and a CGI Launch Set. **\$179,080 Apart.**

One sales launch priced twice: a show apartment, marketing suite and photography for \$196,740, or a CGI set from one 3D model for \$17,660, ready months earlier.

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START HERE

The show flat opens when the design is frozen

A residential developer has to open sales while the building is still a set of drawings. The traditional answer is to build the product anyway: a show apartment fitted out to the final specification, a marketing suite around it, and photographs of both for the brochure and the listing portals.

It works, and buyers like it. But a show flat can only be built once the layout and the finishes schedule are fixed, it needs a space to stand in and a fit-out programme, and it shows one unit type in one finish. Every change after that brings a builder back. A CGI launch set comes from the same drawings as one 3D model, starts while the design is still moving and shows every unit type, the exterior, the site and the view.

SHOW FLAT AND MARKETING SUITE	CGI LAUNCH SET
01 Waits for a fixed layout, a finishes schedule and a space	Starts from CAD, BIM or PDF plans while the design still moves
02 Shows one unit type, in one finish, in one place	Shows every unit type, the exterior, the aerial and the view
03 A finish change is fitters back on site	A finish change is a material swap and a re-render
04 Reaches the buyers who can visit in person	Reaches buyers abroad on a phone, through the 360 tour
05 Rent and running costs every month of the sales period	Paid once; the model carries into the next phase

The show flat opens when the reservations list should.

In our composite, the show flat opens 16 weeks after the lease is signed, and only once the finishes are fixed. The first CGI drafts arrive 3 to 5 working days after the drawings, the full stills set in 2 to 3 weeks. The weeks in between are the first months of the sales campaign.



Maverick Frame production render.

THE INVOICE

One sales launch, priced both ways

A composite, priced at mid-market rates: a 60-unit apartment building with four unit types, nine months of sales before completion and one late change to the kitchen and floor finishes. The show-flat items are typical composite items, not market statistics. Both routes need rendered exteriors: the building does not exist yet.

LINE ITEM	BASIS	COST
01 Show flat: space for the suite and flat, rented near the site	9 months x \$4,500	\$40,500
02 Show flat: two-bed apartment built to the final specification	85 m², fit-out	\$68,000
03 Show flat: marketing suite, reception, model table, screens	fit-out	\$36,000
04 Show flat: furniture, lighting, styling and dressing	one unit	\$24,000
05 Show flat: utilities, cleaning, insurance and security	9 months x \$1,300	\$11,700
06 Show flat: photography of the flat and suite, 12 images	1 day	\$2,800
07 Show flat route, still rendered: 4 exteriors, 2 aerials	4 x \$580 + 2 x \$600	\$3,520
08 Show flat route, still rendered: 3D floor plans	4 x \$180	\$720
09 Show flat: late finish change, kitchen fronts and floors refitted	refit	\$9,500
10 CGI: 3D model of building, site, context and typical unit	from CAD or BIM	\$2,800
11 CGI: hero exteriors, street, courtyard, entrance, dusk	4 x \$580	\$2,320
12 CGI: aerials, the site in context and the masterplan	2 x \$600	\$1,200
13 CGI: show-apartment interiors, two unit types	6 x \$420	\$2,520
14 CGI: 3D floor plans, one per unit type	4 x \$180	\$720
15 CGI: flythrough, from the arrival to the terrace	60 s	\$5,400
16 CGI: 360 tour of the typical unit	5 scenes x \$320	\$1,600
17 CGI: late finish change, 6 frames and 5 scenes re-rendered	model update	\$1,100
CGI launch set, lines 10 to 17		\$17,660
Show flat route, lines 1 to 9		\$196,740

\$179,080 between two ways to open sales.

Most of the gap is rent, fit-out and running costs, spent before the first reservation. The late finish change alone is \$9,500 in the show flat and \$1,100 in CGI, and only the CGI route adds every unit type, a film and a tour.

WEEKS AND CHANGES

Where the two routes part, month by month

Seven moments between the land deal and the last reservation where a show flat and a CGI set stop costing the same. The right-hand column is what each one does to a developer whose sales date is already announced.

THE MOMENT	WHAT EACH ROUTE DOES TO THE DEVELOPER
01 The drawings are at planning	Nothing physical can be built yet. In CGI, the massing and a hero exterior for lenders and the consultation come from the first version of the model.
02 Reservations open	The show flat needs a space, a fit-out and a fixed finishes schedule: 16 weeks in the composite. The CGI stills are ready 2 to 3 weeks after the drawings.
03 The unit mix changes	In the show flat, partitions move and services are rerouted. In CGI, the plan is updated and the affected floor plans and views are rendered again.
04 A finish is swapped	Kitchen fronts and flooring refitted: \$9,500 in the composite. In CGI, a new material and eleven frames re-rendered: \$1,100.
05 A buyer lives abroad	The show flat reaches them as twelve photographs. The 360 tour lets them walk the typical unit on a phone before they book a viewing.
06 The launch event	The suite hosts it if it is finished. The flythrough plays on its screens, on the website and cut down for social, all from the same model.
07 The next phase	The suite is stripped out or rented for another nine months. The CGI model stays on file, so the next phase is priced for new units, not the whole scheme.

Where a physical show flat still earns its place

A render sells the idea of a home. Some buyers need to touch it before they sign, and a show flat is the right answer when:

- ☐ The scheme is premium and sold to local owner-occupiers who expect to open the drawers and feel the worktops.
- ☐ Sales are in their last third, and the remaining units need a push the images have already given.
- ☐ The building is far enough along to fit the show flat in a real unit: no rent, and it is sold at the end.
- ☐ The specification is final, so nothing you build will have to be refitted.

3-5 days

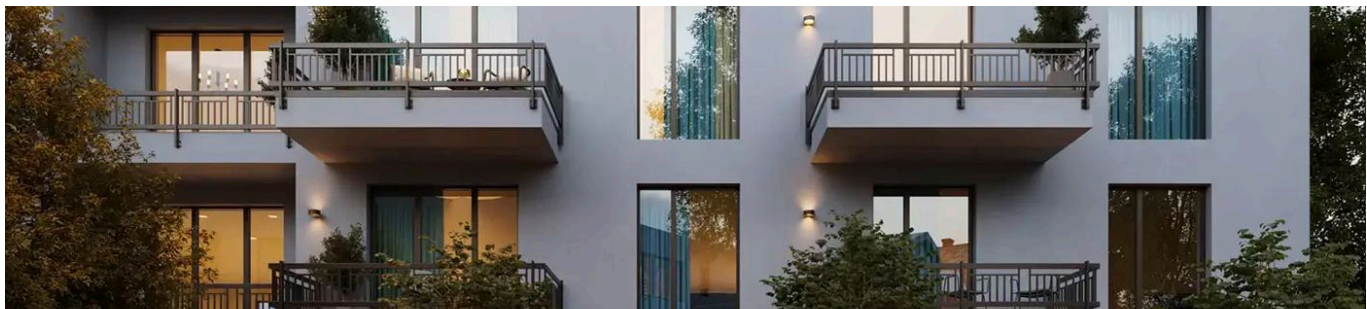
FIRST CGI DRAFT, FROM DRAWINGS

2-3 weeks

THE FULL STILL SET

4-6 weeks

A FLYTHROUGH UP TO ONE MINUTE



Maverick Frame production render.

THE ONE PAGE

What developers actually send us

The developers whose logos sit on our pages do not send specifications. They send something close to this, usually in the body of an email with the drawings attached, and it is enough to quote a launch set from and to start work.

01	The drawings	CAD, BIM, SketchUp or the planning PDFs, in whatever state they are in. Say what may still change.
02	The finishes schedule	Or its current draft: kitchen, flooring, bathrooms and facade materials, with references.
03	The unit types	How many, which ones lead the sales and which one buyers will see first.
04	The site	An address or a pin on the map. We render the real orientation, neighbours and views.
05	The landscaping	The landscape plan, or one line on what the courtyard and the street should feel like.
06	Who has to say yes	Lenders, the planning committee, local buyers or buyers abroad. It decides the views.
07	The formats	Brochure, hoardings, website, listing portals, sales-suite screens and social.
08	Who collects the comments	One person on your side, so each round reaches us as one list.
09	The sales date	The real one, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to a fitting scope, and it stays between us.

Render first, build later

Open reservations on a CGI set made from the drawings. If the scheme needs a show flat, build it later in a real unit of the finished building, where it costs no rent and is sold at the end.

One model, every phase

The model built for the launch serves the planning views, the sales set and the next phase. When the design changes, the frames are re-rendered, not redone from scratch.



Maverick Frame production render.

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

Drawings, a model, the finishes schedule 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/
Real estate work	maverickframe.com/solutions/3d-rendering-for-real-estate/
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.