



FIELD GUIDE / 2026 EDITION

Sell the Yacht Before the Hull Exists. Nine Images, **\$8,850.**

The pre-build set that brokers and shipyards actually use to sell a new build or a refit, image by image, with the design data each one needs and a priced composite.

START HERE

The buyer is not buying renders.

A pre-build yacht is sold to someone who cannot step aboard. The images have to do what a sea trial and a walk-through would do: show the silhouette, the life on deck and the owner's spaces. Most first requests we receive ask for far more images than that, and fewer of the right ones.

The usual wish list is written by the design office, so it covers the design: every deck, every cabin, every elevation. A buyer reads a pre-build set in a different order. Profile first, then where they will sit in the evening, then where they will sleep. Nine images cover that conversation. The rest are for the build file, not for the sale.

WHAT THE WISH LIST ASKS FOR	WHAT THE SALE ACTUALLY NEEDS
01 Every deck and every cabin	The three spaces the owner will live in, rendered well.
02 Elevations from all four sides	One hero profile and one running shot. Buyers remember a silhouette, not an elevation.
03 Interiors from the first design pass	Interiors after the owner's palette is at least proposed, or one neutral scheme labelled as such.
04 A long film from day one	Stills first. A film is worth ordering once the stills have been shown to buyers and survived.

A pre-build set is a sales tool, not a record of the design.

Treat it like a brochure with nine pages. Anything that does not help a buyer imagine owning the yacht belongs in the technical package, where drawings do the job better and cost nothing to render.



Maverick Frame production render.

THE SET

Nine images, priced at studio rates

Below is the pre-build set we recommend, as a composite priced at mid-market studio rates. Each image answers one question a buyer asks before signing. The models are built once and serve every image, and later the film and the refit variants.

	IMAGE	TYPE	AT STUDIO RATES
01	Hero profile at anchor, three-quarter bow	exterior	\$550
02	Running shot underway, from the air	exterior	\$600
03	Stern and beach club, platform down	exterior	\$450
04	Sun deck or flybridge in use	exterior	\$450
05	Aft deck at dusk, table set	exterior	\$450
06	Main saloon	interior	\$550
07	Owner's stateroom	interior	\$500
08	One guest cabin, representative	interior	\$400
09	Night profile, underwater lights on	exterior	\$450
	Nine stills		\$4,400
	Hull, superstructure and deck model		+ \$2,800
	Three interior spaces modelled		+ \$1,650
	The pre-build set		\$8,850
	A typical 24-view wish list with film		\$24,100

The other \$15,250 buys images nobody signs on.

Twenty-four stills at \$475, eight interior spaces modelled instead of three and a 60-second film come to \$24,100. None of it is overpriced. It is simply ordered before the buyer exists, from a design that will still change before the keel is laid.

IMAGE BY IMAGE

What each image needs from the design office

Pre-build renders are only as accurate as the drawings behind them. This is the data each image of the set is built from. Where it does not exist yet, say so and we will agree what can be proposed.

THE IMAGE		WHAT WE NEED TO BUILD IT
01	Hero profile	Lines plan or hull surface, the general arrangement and profile drawing. The silhouette must be exact; everything else follows from it.
02	Running shot	The same model plus the intended speed and sea state. A displacement hull and a planing hull throw very different wakes.
03	Stern and beach club	Transom and platform drawings, the tender garage if it opens, and what the owner does there.
04	Sun deck or flybridge	The deck plan with fixed furniture, hardtop and any spa pool. Loose furniture can be proposed.
05	Aft deck at dusk	Deck plan, exterior lighting positions and the table layout. This is the image that sells the evenings.
06	Main saloon	Interior GA, ceiling heights, window positions and the designer's material palette, even if provisional.
07	Owner's stateroom	The layout and the view. Say whether the owner is known; a proposed scheme is labelled as such.
08	Guest cabin	One representative layout. The others differ in plan, not in how they will be imagined.
09	Night profile	Underwater and hull lighting positions and colour. A one-hour change on the hero model if it is briefed early.

THE ONE PAGE

What yards and brokers actually send us

The shipyards and brokers whose logos sit on our service pages do not send specifications. They send something close to this, usually inside the body of an email with the drawings attached, and it is enough to quote from and to start work.

01	The yacht	Length, type and designer, in one line. New build, refit or concept.
02	The drawings	Lines plan or hull model, GA, deck and interior layouts. Say which revision is current.
03	What it is for	A boat show, a broker listing, an owner presentation. This decides the order of the set.
04	How many images	Nine is a good default. Say if you need fewer or more.
05	The hero image	The one that goes on the listing and the stand. Name it.
06	The interior status	Designed, proposed or not started. We render all three honestly.
07	The setting	A specific cruising ground or simply 'open water, good light'.
08	Where it will be published	Print, a show stand, listings, social. Sets resolution and rights.
09	The date you need it	Usually a show. Give its date, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Order the film later

The models built for the stills are the expensive part of a film. Once the set has been in front of buyers, the film costs less and you know which moments to show.

Send the provisional drawings

A revision that is two weeks old is fine. We build so the hull and the interior can be updated, and a change is cheaper than waiting for the final set.

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

A general arrangement, lines plan, deck and interior layouts, the designer's sketches 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.