

FIELD GUIDE / 2026 EDITION

Your Brief Asks for 24 Scenes and $38,200. The Flat Needed Eight.

How many scenes a virtual tour really needs, what each extra one costs, and the scene plan that keeps a tour short enough to finish and good enough to sell.

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START HERE

Every room is a scene. That is the trap.

The natural way to brief a virtual tour is to list the rooms. Hall, living room, kitchen, three bedrooms, two bathrooms, the corridor, the balcony, the lobby, the gym. It feels thorough, and it quietly turns a tour into two dozen separate 360 renders, each modelled, lit and finished in every direction.

A scene is not a thumbnail in a menu. It is a full panorama, and it has to look finished wherever the viewer turns: ceiling, floor, the wall behind the camera, the view through every window. A tour with twice the scenes is close to twice the work, and a tour that takes too long to build is often the one that misses the launch it was made for.

	WHAT THE BRIEF LISTS	WHAT ACTUALLY DECIDES THE SCENE COUNT
01	**Every room and corridor**	The rooms a buyer needs to understand the layout. One scene can show two rooms through an open door.
02	**Day and night of every scene**	Whether night sells anything. Each lighting state is another full panorama.
03	**All finish options, switchable everywhere**	Where finishes are actually chosen: usually the kitchen and one bathroom.
04	**Hotspots on every object**	What the viewer must be able to do: move, read a price, book a visit, see the plan.

A tour is judged by its best scene, not its count.

Nobody remembers the corridor. A tour of eight well-chosen, fully finished scenes with a floor plan to navigate by does the job of twenty-four, and it arrives in time to be used.



Maverick Frame production render.

THE INVOICE

What it costs if we take it literally

Below is a composite of the virtual tour briefs we have received for a three-bedroom show apartment with building amenities, priced at mid-market studio rates. Every line appeared in a real brief; the combination is typical.

	LINE ITEM	BASIS	AT STUDIO RATES
01	One 360 scene per room and corridor	24 x $550	**$13,200**
02	A night version of every scene	24 x $350	**$8,400**
03	An alternative finish palette in every scene	24 x $300	**$7,200**
04	Hotspot information cards on every object	120 x $15	**$1,800**
05	Floor plan navigation with live position	build	**$900**
06	Amenities: pool, gym, lobby and rooftop	4 x $600	**$2,400**
07	A VR headset build of the whole tour	build	**$2,500**
08	Branded viewer and hosting for three years	3 x $600	**$1,800**
	What the brief asks for		**$38,200**
	What the same apartment needs		**$6,080**

$6,080 is eight scenes, done properly.

Eight scenes at $550, a floor plan to navigate by, a dozen hotspots where they matter and a year of hosting. The layout, the light and the finishes are all there. What is missing is the corridor, twenty-four times over.

Before quoting any tour, we ask for the plan with the camera positions marked. It is the single sheet that decides the price.

THE SCENE PLAN

Eight rules that keep a tour short and finished

Mark the plan against these before you send it. The scene count usually falls by half, and the tour you get back is the one you would have chosen anyway.

	RULE	HOW TO APPLY IT ON THE PLAN
01	**Start from the buyer's questions**	Write down what the viewer must understand: the layout, the light, the view, the finishes. Each scene has to answer at least one.
02	**One scene can show two rooms**	Place cameras at thresholds and open doors. A good position in the living room also sells the kitchen and the balcony.
03	**Skip the transit spaces**	Corridors, landings and utility rooms rarely need a scene. The floor plan shows how they connect.
04	**Repeat rooms once**	If three bedrooms share a layout, show the best one and label the others on the plan.
05	**One lighting state**	Choose day or dusk for the whole tour. Add night only where it sells something, such as a terrace or a view.
06	**Finish options where they are chosen**	Offer switchable palettes in the kitchen and one bathroom, where finish choices are usually made. Everywhere else, show one.
07	**Decide what the viewer can do**	Move between scenes, open the plan, read a card, book a visit. Every extra interaction is built and tested.
08	**Settle hosting before production**	Your own website, a listing portal or our viewer. It decides the output format, the resolution and who pays for hosting later.

THE ONE PAGE

What brands actually send us for a tour

The clients whose logos sit on our service pages do not send us a room schedule. They send something close to this, usually in the body of an email with the plan attached, and it is enough to quote from and to start work.

01	**The property**	One line, plus plans, a model or existing renders.
02	**What the tour is for**	Off-plan sales, leasing, a hotel booking page, a trade show.
03	**The plan, marked up**	Camera positions drawn on it. A rough circle is enough.
04	**How many scenes**	A number, or 'as few as works' and we will propose them.
05	**Lighting**	Day or dusk. One for the whole tour.
06	**Finish options**	Which rooms, and how many palettes.
07	**What the viewer can do**	Navigate, open the plan, read cards, book a visit.
08	**Where it will live**	Your website, a portal, a headset at the sales suite.
09	**The date and the budget**	The real launch date, and a figure or a range.

Launch small, add scenes later

A tour is easy to extend once the model and the viewer exist. Publish eight scenes for launch and add the amenities when they are finished, instead of holding the whole tour for them.

Reuse what you already have

If we are already rendering stills of the apartment, the tour starts from the same model and materials. Say so in the brief; it lowers the price of every scene.

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/
Virtual tour work	maverickframe.com/services/3d-virtual-tours/
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.