

FIELD GUIDE / 2026 EDITION

What Actually Sells an Off-Plan Home

The three questions every off-plan buyer is really asking, the image types ranked by how much they move a decision, and where over-styling costs more than it earns.

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START HERE

Nobody buys a render. They buy an answer.

A buyer looking at a beautiful image of a building that does not exist is doing arithmetic, not admiring. They are working through three questions, and the marketing that sells fastest is the marketing that answers them in order.

01 How big is it, really?

Square metres on a spec sheet mean very little to most people. A furnished 3D floor plan, with furniture at true size, answers this in seconds. It is the hardest question to answer with any single photograph, and the easiest to answer with a plan.

02 What is it like to live in?

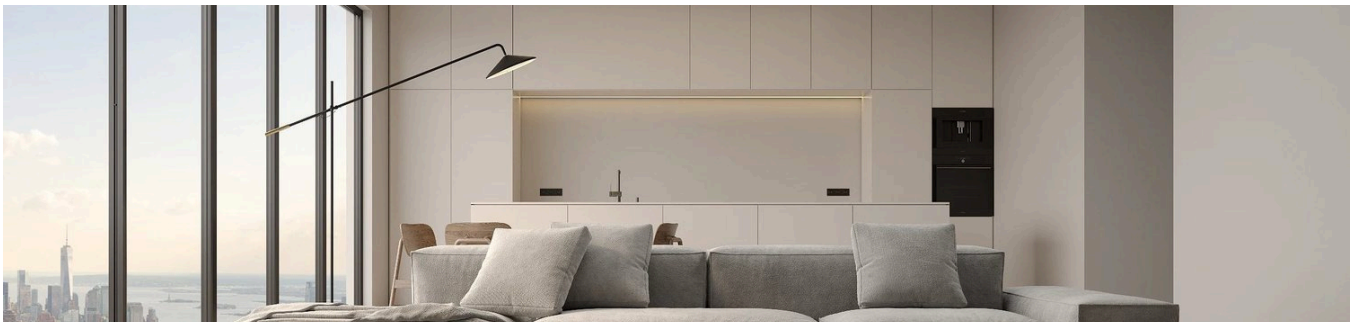
Light through the day, ceiling height, what you see from the sofa, where you would eat breakfast. This is what interior views are for, and it is a different job from making a room look expensive.

03 What is around it?

Aspect, outlook, the walk to the station, and what happens on the plot next door. Buyers who feel misled about context complain loudest and latest.

Every image in the package should trace back to one of those three. Anything that answers none of them is decoration — and decoration is where off-plan budgets quietly go.

A useful internal test: ask whoever is producing the brochure which of the three questions each image answers. Any image where the honest answer is “it looks good” is a candidate to cut, not because it is bad but because something on the list is probably missing instead.



Maverick Frame production render.

THE RANKING

Ranked by how far it moves a decision

Ordered by what buyers ask about first and worry about longest. It is not the order most brochures are built in, and the gap between the two is where money is usually lost.

	ASSET	ANSWERS	WHAT GOOD LOOKS LIKE
01	**3D floor plan, furnished at true scale**	How big is it	The most under-commissioned asset in residential marketing. A buyer who cannot picture the size does not progress, and a flat 2D plan rarely helps them.
02	**Layout and circulation views**	How does it work	One view per deciding room, taken from where a person actually stands — the doorway — not from an impossible corner pulled back through a wall.
03	**Light and outlook**	What will I see, and when	Honest orientation and honest hour. If the aspect is north-facing, show north-facing light. This is the pair of images that makes a flat feel liveable.
04	**Context and massing**	What is around me	Neighbouring buildings modelled, including schemes already consented. Trust is won or lost in this image.
05	**Exterior hero**	Do I want to be here	Essential for the cover and the hoarding. Less decisive at the moment somebody reserves.
06	**Amenity and shared space**	What else do I get	Rises sharply up this ranking on schemes where the amenity is genuinely the product.
07	**Detail and specification**	What is the quality	Ironmongery, worktops, joinery. Works late, when somebody is choosing between two units rather than two schemes.
08	**Styling and dressing**	How does it feel	The layer that takes the most budget and moves the decision least. Do it, do it last, and keep it honest.

This ranks decision weight, not quality. A beautifully styled interior with no floor plan beside it leaves the first question unanswered, and buyers do not ask twice — they simply stop at the unit that showed them.

STEP 02

The cost of an image that oversells

Over-styling is not only a question of good faith at handover. It is a commercial one. The gap between the render and the finished home gets paid for twice: once in complaints and remedial work, and once in the referrals and resales that do not happen.

01 Ceiling height and room proportion

A very wide lens and a slightly lifted ceiling make every room generous. The most common distortion, and the first thing noticed on a real viewing.

02 Furniture drawn undersized

A double bed rendered narrow, a sofa a size down. It is the oldest trick in the catalogue and it converts directly into a complaint.

03 Light the orientation does not allow

Warm late sun in a room that faces the wrong way. Check every interior against the north point before it is approved.

04 An outlook the unit does not have

The view from the sixth floor used on a second-floor plate. If the plates differ by level, say so on the image.

05 Missing neighbours

The consented block next door left out of the context view. This is the one that ends up in correspondence.

06 Specification above what is being delivered

Show the finish the buyer is contracted to receive, or label the upgrade plainly and separately.

07 Structure quietly removed

The downstand beam, the riser, the column in the corner of the living room. If it will be there, it goes in the render.

On disclaimers

Most developers carry a line to the effect that images are computer generated and indicative. What yours must say, where it must appear and how prominent it must be are questions for your own legal adviser and the relevant authority in your market — put them in writing and get the answer back. Do not copy the wording off another developer's brochure and assume it covers you.

Two tests before release

Put the render and the drawing side by side in front of somebody who has seen neither, and ask them to find differences. Then ask your sales and aftercare teams which image generates the most questions at handover. That image is the one to fix, and it is usually the same one every time.

STEP 03

What to show at each price point

Budget per unit differs, so the package should too — shaped by what that buyer is actually worried about, not by what looks generous in a proposal.

TIER	THE BUYER'S REAL WORRY	THE PACKAGE THAT ANSWERS IT
Volume & entry compact units, first-time buyers	Will my things fit, and can I afford this one	A furnished 3D floor plan for **every** unit type, one honest interior per type, one context view. Styling minimal. Spend on covering the whole range rather than on three angles of one show flat.
Mid-market families, downsizers	Does it work for the way we live	Plans per type, plus two or three interiors per type covering the rooms that decide it — kitchen-living and the main bedroom — a daylight study, and a proper context and landscaping view.
Prime & premium	Is this worth the premium over the scheme down the road	All of the above, plus material and detail close-ups, amenity views, and a walkthrough or 360 of the key spaces. At this level a buyer expects to move through the home before visiting, and stills alone start to feel thin.

The mistake at every tier

Covering one unit type beautifully and the other five not at all. Buyers self-select by type almost immediately, and a buyer who cannot find their own type assumes the worst about it. Even a plan and a single interior per type beats a lavish package for the penthouse and nothing for the rest.

Where to cut first

Styling props. Second and third angles of a room already shown. Exterior heroes beyond the one the cover needs. Cut all of those before you cut a floor plan, a daylight view or an honest context image — those three are what a buyer is paying attention to.

WORKING WITH A STUDIO

Cost, and how to brief it

Two things people ask us before anything else. Both answers are short.

COMMISSIONED WORK	FREELANCER	STUDIO
Single exterior still	$100 – 300	$250 – 600
Single interior still	$120 – 350	$300 – 700
Package, 5–8 views	$600 – 1,500	$1,500 – 4,000
Animation, per minute	$1,000 – 3,000	$3,000 – 8,000

Market ranges we are willing to publish. Turnaround and revision-round figures are deliberately not in this table: ours vary too much by project type to state as a benchmark, and an invented number here would be worse than none.

How to brief it — shorter is better

This is the opposite of what most people assume. Four things:

- What you need — **how many images, and of what**
- The plans and elevations, as they are
- A few reference images for mood and light
- One clear line on what the images are *for*

Inflating a small job into a fifty-page specification backfires: taken literally it comes out ugly, and it misleads the people doing the work. Tell them the intent and let the team that does this daily handle the detail.

The mistake that costs the most

The biggest failure we see is not choosing the wrong vendor. It is **timing**. People start looking only after the first supplier has already failed and the deadline is on fire, then choose in a panic.

Line up and vet rendering partners **before** you need one. One, ideally a few, briefed and ready to take work. It costs an afternoon now and saves a project later.

10+
YEARS RENDERING VISUAL STORYTELLING

350+
BRANDS & AGENCIES EMPOWERED GLOBALLY

95%
CLIENT SATISFACTION RATE

40%+
OF OUR COMMISSIONS NOW INCLUDE MOTION OR 360

MAVERICK
FRAME
STUDIO

When the image has to hold up, talk to us

We are a CGI studio: architectural and product rendering, 3D modelling, animation, 360 tours and VR. Ten years, 350+ brands and agencies, and the kind of work that still looks right when somebody counts the windows.

Send us the plans and a line on what the images are for. You get a scope and a price, and no obligation to use either.

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SEE THE WORK

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Maverick Frame production render. · Cost ranges are market ranges as of 2026 and are not a quotation.