

A BUYER'S GUIDE · DEVELOPERS AND HOME BUILDERS

Commissioning 3D renders for a *launch*.

What to send, how many views to order, how the schedule and the price are set, and how revisions work. Read it before the first drawing leaves your desk.

01 What to send

02 How many views

03 The schedule

04 The price

05 Revisions and the checklist

01 · WHAT TO SEND

A complete brief is the fastest brief.

The schedule starts when the studio has complete drawings, so the brief is the part of the timeline you control. Send what you have in one package.

01	**Plans and elevations**	PDF or DWG. Sections help on sloping sites and stepped facades.
02	**The 3D model, if one exists**	SKP, RVT, 3DM or FBX. A model saves modelling time; drawings alone are enough to start.
03	**Finishes**	The material and colour schedule: cladding, brick, roofing, window frames, paving.
04	**The site**	A site plan and photos of the plot and the street, so the setting is the real one.
05	**Landscape intent**	A landscape plan or a few references for planting, fencing and hardscape.
06	**Where the images will run**	Brochure, listing portals, site hoarding, social. This decides crop and resolution.
07	**The launch date**	The date every other step is planned back from.

> **Confidential from the first file.** An NDA applies from the moment we receive your files, and the final images are yours to use commercially at full resolution.

02 · HOW MANY VIEWS

Order views, not units.

Cost follows the number of views, not the number of homes. Unit types that repeat are visualised once.

PROJECT	TYPICAL SET	USUALLY
Single house	**2 to 4 views**	The front exterior, a rear or garden view, and one or two key interiors.
Multi-family	**4 to 10 views**	Street-facing elevations, amenity spaces, a typical unit interior and often an aerial.
Interiors	**1 per room that matters**	Kitchens, living areas and show suites come first.



MULTI-FAMILY EXTERIOR · DELIVERED PRAXIS RENDER CLIENT WITHHELD

03 · THE SCHEDULE

Plan back from the launch date.

These are the studio's measured day counts, not promises. Your own review time sits on top of them, so book the work early enough that sign-off is not squeezed.

STEP 1

Brief and quote

You send the drawings and the views you need. A written quote with scope, price and schedule comes back before any work starts.

STEP 2

First draft

Usually 3 to 5 business days after we have complete drawings.

STEP 3

Your comments

One marked-up set per round, from one person, keeps each round clean.

STEP 4

Finals

About 11 business days from brief to final: the median of 185 measured projects. Larger sets, animation and VR are scheduled in the quote.

04 · THE PRICE

Published starting prices, in US dollars.

Each figure is a starting point for a standard scope. The written quote reflects your actual views.

EXTERIOR OR INTERIOR RENDER

$199 / image

One photoreal view from your drawings or model, high-resolution files.

RENDERED FLOOR PLAN

$149 / plan

A top-down plan with materials and furniture.

PHOTOMONTAGE

$399 / image

Or $750 for a set of 3, set into your site photography.

ANIMATION

$2,600 / 60 s film

A 60-second walkthrough or flythrough.

VR

$3,000

An explorable experience for a sales suite or headset.

PAYMENT

50% to start, balance on delivery. ACH or wire carries no fee; card or PayPal through our pay link adds 5% processing.

WHAT MOVES THE PRICE

- Scene size and the number of buildings
- The number of views in the set
- How much has to be modelled from scratch
- Heavy landscaping, people and vehicles
- Aerial and masterplan angles
- Extra revision rounds and a compressed schedule

05 · REVISIONS

- **2 revision rounds are included** with every image.
- Extra rounds and extra views are quoted on top, before they are made.
- Send corrections against the draft and design changes against the drawings, separately.
- Fix the finishes before the first draft: a late material change touches every view.

ONE DELIVERED PROJECT, TWO VIEWS





BRICK TOWNHOUSE · THE STREET CORNER AND THE PORCH SIDE · CLIENT WITHHELD

The launch *checklist*.

- [ ] Plans and elevations, PDF or DWG
- [ ] Material and colour schedule
- [ ] Landscape plan or references
- [ ] Where each image will run
- [ ] One person who signs off each round
- [ ] The 3D model, if one exists
- [ ] Site plan and photos of the plot
- [ ] The list of views, hero view first
- [ ] The launch date
- [ ] Finishes fixed before the first draft

Send the drawings for a written quote.

Tell us the views and the launch date. You get scope, price and schedule in writing before any work starts.

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2010	900+	3–5 days	2 rounds
FOUNDED	PROJECTS SINCE 2019	FIRST DRAFT, BUSINESS DAYS	REVISIONS INCLUDED

Images: delivered Praxis Studio work · client names withheld