

# SALES PRESENTATIONS FOR MODULAR HOMES

PHOTOREALISTIC 3D VISUALISATIONS  
FOR MODULAR HOME MANUFACTURERS  
AND BUILDING SYSTEMS PROVIDERS

WE CREATE VISUAL PRESENTATION MATERIALS FOR HOUSE MODELS  
THAT HELP **STRUCTURE THE OFFER, SIMPLIFY THE COMPARISON OF  
DIFFERENT LAYOUTS AND GENUINELY SUPPORT THE SALES PROCESS**  
– ONLINE, IN BROCHURES AND DURING CLIENT PRESENTATIONS.

WAVE  
RENDER STUDIO



## Welcome to **Wave Render Studio!**

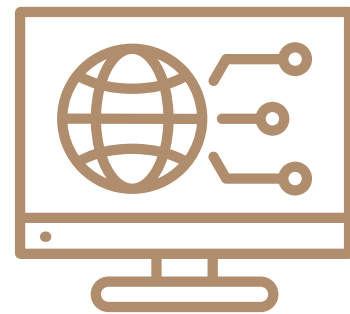
We create photorealistic 3D visualisations for modular home manufacturers, supporting the presentation of house models and sales materials.

## A B O U T U S



### **Realistic 3D visualisations**

- house models,
- façade variations,
- interior configurations.



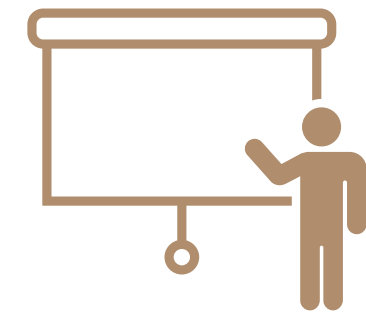
### **Proven technologies**

- high-quality renders,
- precision in every detail.



### **Tailored approach**

- adapted to modular building systems,
- clearly defined scope of work.



### **Effective presentation**

- materials for both online and offline use,
- clear communication of the offer.

# A B O U T U S

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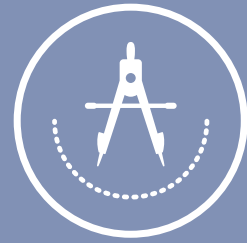
Our approach is rooted in nearly a decade of experience in designing outdoor spaces and gardens. This background allows us to understand not only the visual aspect of a project, but also the decisions behind it – proportions, spatial relationships, functionality and the wider context of the development.

By combining design knowledge with experience in presenting residential projects, we create visualisations that are not only realistic in appearance, but also genuinely useful within the **sales process**.

Our workflow is based on professional visualisation tools including 3ds Max, Corona Renderer, SketchUp and Lumion. We continuously expand our expertise through specialist training in 3D technology and architectural visualisation.



# OUR APPROACH



**For us, visualisation is a way of organising a project and presenting it in a clear, refined and accessible form.**

It helps communicate the concept, supports decision-making and strengthens the overall presentation of the project – whether in discussions with clients, investors or the wider design team.

Each project is approached individually, with consideration for its scale, target audience and intended use. We work through a structured process – from analysing the documentation and defining the visual direction, through to the final renders prepared for online publication, presentations and marketing materials.

We see ourselves as a creative partner who understands both the architecture itself and the way it should be presented.



What role does visualisation play in presenting an offer?

*Not every offer requires extensive visual materials. However, for certain modular systems, the way the offer is presented directly influences how clearly it is understood and how easily clients can compare available options.*

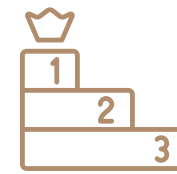
*We work with manufacturers who treat visualisation as **a practical tool for sales and communication** – not just a standard presentation format.*



### **WHEN YOU WANT THE OFFER TO FEEL CLEAR AND EASY TO UNDERSTAND**

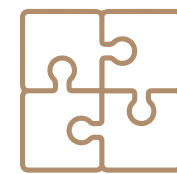
2D drawings and technical descriptions do not always fully communicate the differences between models and layout options. Visualisations help structure the offer and allow clients to understand the proposal more quickly and intuitively.

# THE ROLE OF VISUALISATION



### **WHEN THE OFFER LOOKS SIMILAR TO COMPETITORS**

Many modular home presentations follow a similar structure. Bespoke visualisations help give the offer its own character and distinguish it more clearly within the market.



### **WHEN THE SALES PROCESS BECOMES LONGER**

Repeated questions and the need to constantly explain the offer can slow down decision-making. Visual materials help streamline communication and shorten the path from presentation to purchase decision.



### **WHEN SALES TAKE PLACE REMOTELY**

If the client cannot experience the product in person, the decision-making process often becomes more difficult. Visualisations help organise the presentation and support remote sales communication.

# WHY WORK WITH US?

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## TRANSPARENT COLLABORATION

From the first conversation to the final visualisation, you have full visibility of the entire process. Each stage is clearly defined, and regular updates allow you to stay informed and maintain control over the final outcome.



## ATTENTION TO DETAIL

The photorealistic quality of our visualisations ensures that materials, lighting and details are represented with precision and consistency. We carefully refine every element to create imagery that feels natural, balanced and true to the design intent.



## UNDERSTANDING OF THE DESIGN PROCESS

We understand how architects and design teams work, which is why we create visualisations tailored to real project needs. Our materials support the communication of both the investment and the concept throughout every stage of presentation and decision-making.

Every manufacturer works differently – which is why we created packages tailored to different **stages of model presentation and sales communication.**

# OUR PACKAGES

## MODULAR AND PREFABRICATED HOMES

### MODEL AND FORM

- 3 exterior views,
- clear presentation of the base model and its architectural form,
- materials prepared for offers, websites and sales presentations,
- quick communication of the house character and appearance.

### MODEL AND FUNCTION

- 4 exterior views + 3D floor plan,
- clear presentation of the layout and spatial organisation,
- easier comparison of model variants and extension possibilities,
- practical support for presenting larger or expanded models.

### MODEL AND PRESENTATION

- 4 exterior views + 2 interior visualisations + 3D floor plan,
- comprehensive presentation of the house inside and out,
- support for presenting higher-standard finishes,
- increased perceived value of the overall offer within a single presentation package.

# PACKAGE MODEL AND FORM

*A clear presentation of a single modular home model, designed for the client's first interaction with the offer.*

*from £250 net*



## WHO IS THIS PACKAGE FOR?

This package is designed for modular home manufacturers who want to present a single building model quickly and clearly – focusing on its form, proportions and overall character, without overwhelming the client with technical detail.



## PURPOSE OF THE PACKAGE

The package is intended to help clients understand the offer from the very first stage of contact, streamline the decision-making process and support clear sales communication.



## WHAT'S INCLUDED?

The *MODEL AND FORM* package includes:

- **3D model of the house with surroundings**, prepared for a realistic presentation of the architectural form,
- **3 exterior views** showing the building from key angles and highlighting its scale and proportions,
- **Cohesive visual style** tailored to the character of the brand and presentation standard.



MOST FREQUENTLY  
SELECTED

PACKAGE

## MODEL AND FUNCTION

An extended presentation package combining the architectural form of the house with a clear 3D floor plan layout.

from £350 net



### WHO IS THIS PACKAGE FOR?

This package is designed for modular home manufacturers who want to clearly present the layout, functionality and differences between models before entering the detailed sales stage.



### PURPOSE OF THE PACKAGE

The aim of this package is to simplify the client decision-making process by presenting both the architectural form and the internal functional layout of the house. It works particularly well for website presentations, brochures and direct communication with clients.



### WHAT'S INCLUDED?

The *MODEL AND FUNCTION* package includes:

- **3D model of the modular home**  
prepared from architectural documentation,
- **4 exterior views**  
presenting the building form, proportions and overall character,
- **3D floor plan (axonometric view)**  
showing the internal spatial organisation and functional layout in a clear and accessible way.

# PACKAGE MODEL AND PRESENTATION

*A complete sales presentation package for a house model, including the architectural form, functional layout and selected interior spaces.*

*from £490 net*



## WHO IS THIS PACKAGE FOR?

This package is designed for modular home manufacturers who require comprehensive presentation materials for websites, catalogues, individual offers and trade fair presentations.



## PURPOSE OF THE PACKAGE

The aim of this package is to create a complete presentation of the house that supports sales, improves client understanding of the offer and reduces the need for additional explanations during the sales process.



## WHAT'S INCLUDED?

The *MODEL AND PRESENTATION* package includes:

- **3D model of the modular home** with surroundings,
- **4 exterior views** showing the building form, scale and relationship with the environment,
- **3D floor plan (axonometric view)** presenting the full functional layout of the house,
- **2 interior visualisations** of selected spaces, presenting the finishing standard and interior potential.

# HOW DOES IT WORK?

*We follow a clearly structured process that ensures smooth project delivery and full control over each stage of the collaboration.*

1

## **CONSULTATION AND PROJECT SCOPE**

We begin with a short online consultation or a review of the enquiry form. Together, we define the purpose of the visualisations, the stage of the sales process and the scope of work, ensuring the presentation genuinely supports the communication of the project.

2

## **PACKAGE SELECTION AND PROJECT FORMALISATION**

Based on the agreed requirements, we recommend the most suitable package. Once approved, the collaboration is formalised through an agreement and an initial deposit payment, allowing us to schedule the project and begin production.

3

## **VISUALISATION DEVELOPMENT**

We begin work on the 3D model, materials, lighting and composition. Initial working visualisations are then prepared to establish the overall direction and presentation style of the project.

# HOW DOES IT WORK?

4

## REVISIONS AND REFINEMENT

We implement revisions based on the feedback provided, ensuring visual consistency and accurate representation of all agreed project guidelines. The scope of revisions is defined during the package selection stage.

5

## FINALISATION AND DELIVERY OF MATERIALS

Once the visualisations are approved, we prepare the final high-resolution renders and deliver a complete set of materials ready for use in sales presentations, marketing and client communication.

6

## PROJECT COMPLETION AND ONGOING COLLABORATION

After the project is completed, we remain available to support future stages of the sales process. Many collaborations naturally evolve into long-term visual support for future projects and new model presentations.

HAVE QUESTIONS?  
WOULD YOU LIKE TO LEARN MORE?

**GET IN TOUCH WITH US** TO DISCUSS THE NEEDS OF YOUR OFFER AND  
SELECT THE RIGHT SCOPE OF VISUALISATION SUPPORT.

We'll be happy to recommend the most suitable solution for your sales stage and the character of your project.

Every enquiry is approached individually, with solutions tailored to the way your modular homes are presented and communicated.



**info@waverender.com**



**www.waverender.com**

**Examples of our animations and  
visualisations can be found on:**



**wave\_render\_studio**