

SALES PRESENTATIONS FOR RESIDENTIAL DEVELOPMENTS

PHOTOREALISTIC 3D VISUALISATIONS
FOR BOUTIQUE AND MULTI-UNIT
RESIDENTIAL DEVELOPMENTS

WE CREATE VISUAL PRESENTATION MATERIALS FOR
RESIDENTIAL PROJECTS THAT HELP **STRUCTURE THE DEVELOPMENT,**
STRENGTHEN ITS SALES COMMUNICATION AND SUPPORT THE
PRESENTATION PROCESS — FROM PRE-SALES MARKETING THROUGH
TO DIRECT CLIENT COMMUNICATION.



Welcome to **Wave Render Studio!**

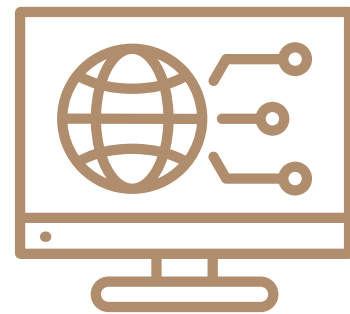
We create photorealistic 3D visualisations that support the presentation and sales communication of residential developments.

A B O U T U S



Realistic 3D visualisations

- single-family homes,
- semi-detached developments,
- residential estates.



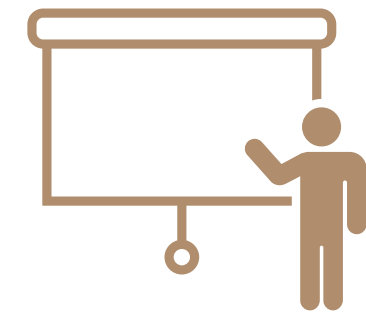
Proven technologies

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



Tailored approach

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



Effective presentation

- transparent collaboration process,
- clearly defined scope of work.

A B O U T U S

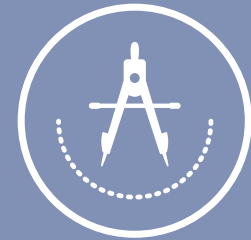
Our approach is rooted in nearly a decade of experience in designing outdoor spaces and gardens. This background allows us to understand not only the visual aspect of a development, but also the decisions behind it — proportions, spatial relationships, functionality and the wider context of the investment.

By combining design knowledge with experience in presenting residential developments, 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 development — 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 residential developments?

*Not every development requires extensive visual materials. However, there are projects where **the way the investment is presented** directly influences how it is perceived, understood and communicated throughout the sales process.*

*We work with developers who treat visualisation as **a strategic presentation** and communication tool — not simply a standard sales material.*



WHEN YOU WANT THE PROJECT TO FEEL CLEAR AT EVERY STAGE

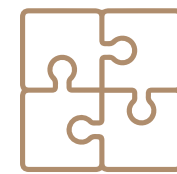
2D drawings and technical plans do not always fully communicate the scale, proportions and atmosphere of a development. Our visualisations help organise the presentation and support communication already at the pre-sales stage.

THE ROLE OF VISUALISATION



WHEN CONSISTENCY AND CONTROL OVER COMMUNICATION MATTER

Consistent visual materials simplify conversations and reduce the number of repetitive questions. Visualisation becomes a communication tool — not simply an addition to the offer.



WHEN THE CHARACTER OF THE DEVELOPMENT MATTERS

Quick, automated visual materials may look acceptable, but they often feel repetitive. We create visuals tailored to the specific character of the investment and its target audience.



WHEN YOU THINK LONG TERM ABOUT THE DEVELOPMENT

We design presentation materials to support different stages of the project — from pre-sales and marketing through to ongoing communication during the sales and development process.



WHY WORK WITH US?



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 development is different — which is why we created four packages tailored to the **scale of the project, stage of the sales process and communication needs.**

OUR PACKAGES

BOUTIQUE RESIDENTIAL DEVELOPMENTS

SALES LAUNCH

- 4 exterior views,
- key views of the development,
- clear presentation of the architectural form,
- ideal for pre-sales and initial project communication.

FULL PRESENTATION

- 8 views: 5 exterior and 3 interior visualisations,
- extended project presentation,
- suitable for wider use across later stages of sales and communication.

RESIDENTIAL ESTATES (multi-unit developments)

SALES LAUNCH

- 4 exterior views,
- key views presenting the estate layout,
- clear presentation of the scale and structure of the development,
- ideal for pre-sales and first-stage communication.

FULL PRESENTATION

- 8 views: 5 exterior and 3 interior visualisations,
- comprehensive presentation of the estate and its structure,
- supports sales and communication throughout later project stages.

PACKAGE SALES LAUNCH

BOUTIQUE RESIDENTIAL DEVELOPMENTS

Sales presentation materials for individual houses and smaller developments of detached and semi-detached homes.

from £390 net



WHO IS THIS PACKAGE FOR?

This package has been designed for developers delivering detached houses, boutique developments of 2–4 buildings, semi-detached homes and smaller residential schemes. It is particularly suited to the pre-sales stage and first client communication.



PURPOSE OF THE PACKAGE

The purpose of the *SALES LAUNCH* package is to create a clear, cohesive and professional presentation of the development that supports the start of the sales process and helps communicate the project clearly to potential buyers.



WHAT'S INCLUDED?

The *SALES LAUNCH* package includes:

- **4 exterior views**
presenting the architectural form, plot layout and key elevations important from a sales perspective,
- **Cohesive visual style**
tailored to the character of the development,
- **Daytime visualisations**
designed to ensure maximum clarity of the form, spatial layout and relationship with the surroundings.



MOST FREQUENTLY
SELECTED

PACKAGE

FULL PRESENTATION

BOUTIQUE RESIDENTIAL DEVELOPMENTS

Sales presentation materials for individual houses and smaller developments of detached and semi-detached homes.

from £590 net



WHO IS THIS PACKAGE FOR?

This package is designed for developers delivering boutique residential developments who want to distinguish the project visually and create a more complete presentation tailored to both sales and client communication.



PURPOSE OF THE PACKAGE

The purpose of the *FULL PRESENTATION* package is to create a cohesive project presentation that supports the sales process and strengthens the perceived quality and visual identity of the development.



WHAT'S INCLUDED?

The *FULL PRESENTATION* package includes:

- **8 project views:**
5 exterior and 3 interior visualisations presenting the architectural form, site layout, elevations and selected interior spaces,
- **Cohesive visual style**
tailored to the character of the development and its target audience,
- **Daytime and evening views**
designed to better communicate the scale of the investment, spatial relationships and overall atmosphere of the project.

PACKAGE SALES LAUNCH

RESIDENTIAL ESTATES (MULTI-UNIT DEVELOPMENTS)

Detached, semi-detached and terraced housing developments delivered as part of a larger residential estate scheme, excluding apartment buildings. from £490 net



WHO IS THIS PACKAGE FOR?

This package has been designed for developers delivering larger-scale residential estates who require a clear and structured presentation of the overall development during the pre-sales stage and initial client communication.



PURPOSE OF THE PACKAGE

The purpose of the *SALES LAUNCH* package is to create a clear presentation of the estate that supports the launch of sales and helps communicate the layout, structure and character of the development.



WHAT'S INCLUDED?

The *SALES LAUNCH* package includes:

- **4 exterior views**
presenting the overall estate layout, building forms and their relationship with the surroundings,
- **Cohesive visual style**
tailored to the scale and character of the development,
- **Daytime visualisations**
designed to ensure maximum clarity of the spatial layout and estate structure.

P A C K A G E

F U L L P R E S E N T A T I O N

RESIDENTIAL ESTATES (MULTI-UNIT DEVELOPMENTS)

Detached, semi-detached and terraced housing developments delivered as part of a larger residential estate scheme, excluding apartment buildings. from £690 net



WHO IS THIS PACKAGE FOR?

This package is designed for developers delivering larger residential estates who want to present the project in a more comprehensive and representative way, supporting both sales and long-term project communication.



PURPOSE OF THE PACKAGE

The purpose of the *FULL PRESENTATION* package is to create a cohesive estate presentation that supports the sales process while clearly communicating the scale, structure and character of the development.



WHAT'S INCLUDED?

The *FULL PRESENTATION* package includes:

- **8 project views:**
5 exterior and 3 interior visualisations presenting building forms, the estate layout and selected interior spaces,
- **Cohesive visual style**
tailored to the character of the development and its target audience,
- **Daytime and evening visualisations**
designed to better communicate the scale, spatial structure and atmosphere of the project.

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 sales stage and the scope of work, ensuring the presentation genuinely supports the communication of the development.

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 the agreed project assumptions. 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, marketing and project communication.

6

PROJECT COMPLETION AND ONGOING COLLABORATION

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

HAVE QUESTIONS?
WOULD YOU LIKE TO LEARN MORE?

GET IN TOUCH WITH US TO DISCUSS THE NEEDS OF YOUR DEVELOPMENT 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 the project.

Every enquiry is approached individually, with solutions tailored to the specific needs of the development.



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www.waverender.com

Examples of our animations and visualisations can be found on:



[wave_render_studio](https://www.instagram.com/wave_render_studio)