



BRINGING YOUR UNBUILT ENVIRONMENT TO LIFE

Photorealistic CGI & Visual Storytelling for Property Developers

A focused introduction showing how your development can be communicated with clarity and consistency, supported by visuals that align with your team's existing materials.



A CLEAR FIRST IMPRESSION

Designed to elevate your marketing

Helping Housing Developers

High-quality visuals are essential for presenting your development. Thoughtful imagery helps buyers immediately grasp the setting, architecture, and lifestyle, driving stronger engagement.

Carefully crafted visuals also **communicate quality** and intent, making every detail, material choice, elevation, and landscaping, feel considered. Strong presentation sets a clear standard, leading to smoother conversations, increased interest, and a cohesive marketing journey from the start.



VISUALS TO UNIFY YOUR SCHEME

Uniting detail, story, and setting

Consistency is key

Every scheme has moving parts; architecture, materials, landscaping, interiors, context, and the story you want buyers to understand. Our role is to bring all of that together with **clarity and consistency**, creating imagery that feels cohesive, accurate, and easy for your audience to connect with.

Working closely with you, we shape each visual so it supports the wider narrative of your development, helping buyers, planners, and stakeholders see the full picture with confidence.



CRAFTED FOR HOUSEBUILDERS

Accurate visuals you can trust

Visuals must align with the build process and communication. Accuracy is crucial for sharing designs with planners, partners, and buyers. We offer a trusted visual toolkit reflecting home quality and supporting decisions.

As marketing speeds up, consistency is essential. Reliable, high-quality imagery ensures a cohesive narrative across all channels (brochures, portals, social, on-site), **simplifying the process** for your team and providing buyers a clear view of their future home.





BRINGING YOUR DEVELOPMENT TOGETHER

Where every part feels connected

Partnering on Mixed-Use Developments

Mixed-use schemes work best when every element feels connected; homes, retail, public spaces, parking, landscaping, and the wider setting all need to read as one coherent place.

We help you bring that story together with calm, consistent imagery that shows how the full development fits, functions, and feels. By understanding the role each component plays, we create **a clear narrative** that supports planning, strengthens communication, and helps stakeholders see the development as a unified whole.



INTERIORS WITH A SENSE OF HOME

Materials, light and layout harmonize

Supporting Interior Design Teams

Interior spaces carry so much of the story; the light, the materials, the flow of each room, and the sense of how people will live there. We shape interiors with the same care and clarity as the wider scheme, creating **imagery that feels warm, believable, and true** to the design intent.

Every detail is handled with purpose, helping buyers understand the character of the home and giving your team a consistent, dependable set of visuals for planning, marketing, and launch.





STAYING TRUE TO YOUR DESIGN

A true reflection of the space

Supporting Interior Design Teams

Strong interiors grow from thoughtful collaboration; the designer's vision, the character of the project, and the lived experience of the space all working together. We **bring those elements into focus** with imagery that honours the design while staying consistent with the wider development.

It's a way of showing the interiors as they're meant to be experienced, clear, balanced, and connected; giving your audience a true sense of the space and the role it plays within the whole scheme.



MAKING YOUR SCHEME FEEL WHOLE

Clarity that holds the place together

A strong scheme is one that feels joined-up; every element contributing to a clear sense of place.

We help you **present that bigger picture** with imagery that brings structure, coherence, and calm to the story you're telling. It's a way of showing the development as it's meant to be experienced; complete, **connected, and easy to understand.**





CLEAR PLANS, BETTER UNDERSTANDING

Materials that bring structure, flow,
and purpose to your development

Plans, Layouts and Brochure Support

Our site plans and brochures are prepared with the same care as your CGIs; layouts that read cleanly, **information arranged with intent**, and materials shaped to support planning, marketing, and the conversations your team has throughout the life of a scheme.

Each piece sits naturally within your wider communication, giving your audience **a clear sense of place** and progression.



A BETTER VIEW OF YOUR SCHEME

3D Interior and Exterior Tours



Explore Your Development in 3D

Our exterior tours are fully modelled 3D experiences, **created directly from your plans and elevations**. They give teams and customers a clear, responsive way to understand each house type long before construction begins.

Because they are built off-plan, every detail is intentional and consistent, offering a smooth way to explore your development across mobile and desktop while fitting naturally into your wider communication.

[Click Here to View an Example](#)

CHOSEN BY DESIGNERS & DEVELOPERS



Trusted by those we partner with

John Tehrani

JKT Architecture

"We worked with Simon to put together some realistic renders for our client, to help them visualise and coordinate the interiors of their modern home extension, based in Wetherby.

Simon was brilliant to work with throughout, and extremely efficient in capturing the brief and vision we had in mind for the space. The final renders are a fantastic representation of how we want the new extension to look and have dramatically streamlined the design and decision making process. The quality of the final renders are brilliant."



Louise Wynne

Wildkind Interiors

"I can't recommend Simon at The Unbuilt, highly enough. His efficiency, attention to detail, creativity and ability to run with the brief with very little input, were all outstanding. I'm looking forward to working with him on future projects."



Graëm Dobson

G2 Creative

"If you're looking for 3D CGI photorealistic renders, The Unbuilt is the place to go!"

Working with Simon is a real pleasure, he's so easy to deal with, helpful, organised and always seems to grasp the brief. His creative input is always valuable as is his eye for detail which adds the finishing touch that makes his work unique...

...Definitely give him a try for your next project...you won't be disappointed."



Partnering with leading developers



EXPERT VISUALS, REAL INSIGHT



Driven by expertise

Supporting Teams Across the Built Environment

Led by Simon; founder at The UnBuilt, your project benefits from years of experience supporting housebuilders, architects, and developers across schemes of every scale. Simon's calm, **detail-driven approach** is shaped by a deep understanding of development marketing and sales, ensuring every visual is accurate, consistent, and aligned with your team's communication from planning through to launch.

Working directly with Simon means being supported by someone who understands the pressures around timelines, approvals, and the need for dependable materials. He reads drawings with care and presents developments in a way that feels both aspirational and grounded. It's a partnership built on trust, clarity, and a commitment to making your scheme look its best.



LET'S BRING YOUR NEXT SCHEME TO LIFE

Get in touch

Visit us at

theunbuilt.co.uk

General enquiries

sales@theunbuilt.co.uk

Discuss a project

(+44) 3333 390 180

If you would like support on an upcoming development, we're here to help; clear communication, dependable delivery, and imagery that strengthens every stage of your process.

Whether you're preparing for planning, shaping a marketing launch, or unifying a mixed-use story, we'll work with you to create a visual toolkit that feels consistent, accurate, and easy for your team to use.

A complete set of services:

- CGIs & Animations
- Floorplans & Site Plans
- Verified Views
- Mixed-use Storytelling
- Virtual Tours
- Interactive Sales Tools
- Sales Brochures & Site Plans

*Early involvement from a CGI partner can **streamline decision-making**, giving your scheme a clearer path toward sales-ready materials.*



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