

Agency Retainer Structure

Consulting & Professional Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Get an agency retainer structure that stays profitable — the included scope and hours, pricing, how overage and extra work are handled, monthly value-proof reporting, and how to avoid over-servicing. Fill in your details below.

Purpose of this tool & output

Structure retainers that stay profitable

How the output is used

Use the tool to structure agency retainers that stay profitable and avoid scope creep.

Important cautions

AI-generated structure; align to your capacity and cost.

Companion documents

- Scope Creep Control Kit
- Creative Brief Builder
- Media Plan Builder
- Client Reporting Template
- Client Servicing SOP
- Project Effort Estimator

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.