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Agency P&L Modeller

Marketing & Advertising

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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

Models a monthly agency P&L from discrete revenue and cost lines — retainer and project revenue, salaries, freelancers, tools, rent and overheads — with margin, and levers to improve it. Use it to understand agency profitability. For a single client use the Retainer Pricing Model.

Purpose of this tool & output

Model your agencys monthly profit and loss

How the output is used

Use it to model your monthly profit and loss — revenue, salaries, tools and overhead, and the real agency bottom line.

Who should vet it

Your CA or finance lead, to confirm the cost build-up and utilisation against your actual books.

Important cautions

Keep client ad spend out of agency revenue; validate with your books.

Companion documents

- Agency Pricing Model Advisor
- Retainer Pricing Model
- Project Costing Sheet
- Team Utilization & Capacity Analysis
- Agency Rate Card Builder
- Agency Working-Capital Planner

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.