

Agency Valuation Estimator

Marketing & Advertising

Document type: Financial model / analysis · Generated 27 Aug 2026

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

Estimates a rough valuation range for a marketing agency from profit, revenue mix, growth and client concentration, with the value drivers to improve before a sale. Use it for planning or a potential sale. This is indicative, not a formal valuation.

Purpose of this tool & output

Get a rough valuation range for an agency

How the output is used

Use it to get a rough valuation range for an agency — earnings, client concentration and recurring revenue all counted.

Who should vet it

A CA or M&A adviser, to firm up the valuation for any actual sale or investment.

Important cautions

Indicative only; a real valuation needs due diligence and a professional valuer.

Companion documents

- Agency Pricing Model Advisor
- Retainer Pricing Model
- Agency P&L Modeller
- Project Costing Sheet
- Team Utilization & Capacity Analysis
- Agency Rate Card Builder

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.