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Agency Pricing Model Advisor

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

Recommends a pricing model for your agency service — retainer, project, hourly, value-based or performance — with pros, cons and a structure, so you price profitably. Use it to decide the model. For retainer numbers use the Retainer Pricing Model.

Purpose of this tool & output

Choose how to price: retainer, project or performance

How the output is used

Use it to choose how to price — retainer, project or performance — the model that fits your delivery and protects margin.

Who should vet it

A CA or finance lead, to confirm the pricing model protects margin against your real delivery cost.

Important cautions

Model choice affects cash flow and risk; ensure it covers your true cost.

Companion documents

- Retainer Pricing Model
- Agency P&L Modeller
- 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.