

Agency Rate Card Builder

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

Builds a rate card — hourly/day rates by role and package prices by service — grounded in your cost and target margin, so quoting is fast and consistent. Use it to standardise pricing. For a specific retainer use the Retainer Pricing Model.

Purpose of this tool & output

Build a clear rate card by role and service

How the output is used

Use it to build a clear rate card by role and service — a rate card that makes pricing consistent and defensible.

Important cautions

Rates should reflect value and market; protect your floor.

Companion documents

- Agency Pricing Model Advisor
- Retainer Pricing Model
- Agency P&L Modeller
- Project Costing Sheet
- Team Utilization & Capacity Analysis
- Agency Working-Capital Planner

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