

Retainer Agreement

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

Drafts a monthly retainer agreement with each term as its own input — scope, included hours, monthly fee, overage rate, term, notice and payment — so scope and money are crystal clear. Use it for ongoing retainers. For the price itself use the Retainer Pricing Model.

Purpose of this tool & output

Draft a monthly retainer contract with discrete terms

How the output is used

Use the draft to lock a monthly retainer — scope, fee, deliverables and out-of-scope terms — reviewed by a lawyer.

Who receives it

The agreement is between the agency and the client; each keeps a signed copy.

Fees & charges

Stamp duty per your state where applicable; GST applies to the retainer fee, and the scope and out-of-scope terms are the key content.

Who should vet it

A lawyer, to check the scope, out-of-scope, IP and termination/notice clauses before signing.

Important cautions

AI-generated draft; a lawyer should review before signing.

Companion documents

- Master Services Agreement (MSA)
- Project Contract / SOW
- Freelancer / Contractor Agreement
- Marketing NDA
- Media Buying Agreement
- Content / Creative Licensing Agreement

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.

