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Retainer Pricing Model

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 bottom-up retainer price from discrete inputs — hours by role, cost rates, overhead, target margin and any pass-through — so your monthly fee covers cost and profit. Use it to quote a retainer. For which model to use, see the Agency Pricing Model Advisor.

Purpose of this tool & output

Price a retainer that is actually profitable

How the output is used

Use it to price a retainer that is actually profitable — the scope, hours and rate that keep a monthly retainer in the black.

Who should vet it

A CA or finance lead, to confirm the retainer scope, hours and rate leave a real margin.

Important cautions

Estimate; validate hours against real delivery to protect margin.

Companion documents

- Agency Pricing Model Advisor
- 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.