

Agency Retainer Calculator Buyer Kit

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Keyword: agency retainer calculator

Visible value before checkout: filled example, before/after worksheet, dashboard preview, workbook screenshot, calculator results, and usage scenario.

Use the scorecard, shortlist, pricing matrix, ROI calculator, RFP questions, and dashboard together.

Sample dashboard: review shortlist quality, risk flags, best ROI case, and missing evidence before demos.

Before/after: move from scattered notes to comparable vendor evidence and a written decision trail.

Discovery retainer: Productive - Model strategy hours, delivery hours, software cost, and target margin before quoting.

Content delivery retainer: Teamwork - Cap revision rounds and convert out-of-scope work into a written change request.

Paid media retainer: Scoro - Separate ad spend from agency fees and calculate management margin on delivery cost.

Design support retainer: Bonsai - Track rollover rules, response time, and the real cost of unused capacity.

SEO retainer: Kantata - Tie recurring tasks to capacity and show which deliverables create margin pressure.

Client success review: Accelo - Compare contracted scope with time logged before the monthly renewal conversation.

Scope-creep warning: Productive - Flag accounts that exceed planned hours for two consecutive periods.

Contractor cost check: Teamwork - Include freelancer and specialist costs in the contribution-margin calculation.

Tool allocation: Scoro - Assign reporting, design, automation, and communication software to the client account.

Profit floor: Bonsai - Set the minimum acceptable contribution margin and calculate the required retainer.

Renewal increase: Kantata - Model the price change required to restore target margin after cost growth.

Capacity plan: Accelo - Translate delivery hours into the number of accounts one team can support safely.

Quarterly repricing: Productive - Review actual margin, service complexity, and expansion requests before renewal.

Pause or exit: Teamwork - Document when an unprofitable retainer should be re-scoped, repriced, or ended.

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Owner approval: Scoro - Record the assumptions and margin threshold approved for the final proposal.

Lean freelancer retainer: monthly \$53.33 annual \$640.0

Small agency retainer: monthly \$49.17 annual \$590.0

Specialist delivery: monthly \$890.0 annual \$10680.0

Multi-channel account: monthly \$1425.0 annual \$17100.0

Expansion account: monthly \$1795.0 annual \$21540.0