

Dedicated Retainer & Strategic Support Overview

Strategic Partnership, Flexible Support & Complete Transparency

Your retainer can be used for web development, design, SEO, consulting, and strategic support as priorities change. Unused hours roll over indefinitely, giving you flexibility without the pressure of monthly deadlines. Detailed reporting keeps every investment transparent, while built-in spending limits help prevent unexpected costs. When you need us, we're ready to keep your projects moving forward.

A flexible **partnership** designed to keep your business **moving forward**.

Retainer Model & Strategic Partnership

COMPLETE ACCESS TO OUR EXPERTISE

Total Versatility of Hours

Retainer hours are completely flexible and can be applied across our entire spectrum of agency capabilities, including consulting, custom development, web design, and search engine optimization.

Dedicated Priority Queue Placement

Retainer clients receive priority scheduling and immediate resource allocation. Non-retainer tasks and ad-hoc requests are placed at the end of the line with no guaranteed timeline or operational urgency.

Commodity Package Conversion

Purchased hours can be directly converted to cover fixed-price commodity services. For example, the retainer balance can be applied immediately to fund a standard \$750 Foundational SEO package.



True Partnership Integration

Retainer blocks establish an ongoing strategic alignment, ensuring WiserSites operates as an integrated extension of the Client's internal team.



Investment Focused Ledgers

The Client will receive regular, highly detailed **Retainer Reports** mapping out exactly where and how their hours have been **strategically invested**.



Variable Reporting Windows

The frequency of retainer report distribution is aligned **directly** with the Client's consumption velocity. High-velocity clients utilizing time quickly will receive **weekly or bi-weekly reports**. Slow-burn accounts will receive a consolidated ledger report once a minimum threshold of 4 hours has been invested.

Purchase & Pricing Terms

Minimum Commitment & Rates: Retainer time must be purchased in minimum blocks of **20 hours**. Securing a 20-hour block locks in a preferred partner rate of **\$165 per hour (\$3,300 total package cost)**.

Single-Block Purchases: Each retainer purchase is a one-time, standalone block transaction. This is not a recurring subscription model, and plans do not auto-renew without the client's explicit consent.

Ad-Hoc Standard Invoicing Rate: Any web development, consulting, or emergency support requested outside of an active retainer block will be invoiced individually at our standard ad-hoc rate of **\$225 per hour**.

No Grandfathered Rates: Hourly rates are strictly bound to the specific block of hours purchased. Future retainer renewals are subject to standard market adjustments and pricing changes.

Account Governance & Consumption Rules

15-Minute Billing Increments

To maximize resource efficiency, retainer time is tracked, logged, and deducted in professional 15-minute minimum increments.

Mandatory Two-Hour Budget Cap

To protect the Client from unexpected overages, the WiserSites team will never log more than two consecutive hours on an individual task without hitting a hard pause. The team will alert the client at the 2-hour mark to obtain explicit authorization before proceeding further.

Permanent Month-to-Month Rollover

Unused minutes and hours never depreciate or penalize the account. They roll over automatically into subsequent months for the lifetime of the account, provided the client maintains baseline active professional contact with WiserSites.

80% Low-Balance Renewal Trigger

A renewal invoice for the next 20-hour retainer block will be automatically generated and sent to the Client once 80% of the current active hours have been successfully invested. This prevents administrative delays and ensures continuous, seamless project momentum should the Client choose to continue the retainer relationship.