

Retainer Policy and Benefits



WHY A RETAINER?

At WiserSites, Our Client Philosophy is All About Partnership.

Rather than taking a “one and done” approach to web design and development, we believe the best results are built over time and through collaboration. Together, we make sure that we understand your digital needs and specific goals. That’s why we make it available for you to secure our time through the use of a retainer. **Retainers hours can be utilized toward any of the service areas we offer.** There are many benefits to a retainer, but the five listed below represent the most significant reasons why this is an approach that might make the most sense for you.

1. Budgeting

There are never any surprises, unexpected bills, or shocking overages.

WiserSites hourly rate is \$210/hr or \$155/hr when you secure hours through a retainer.

We will never invoice you for work beyond what you have approved and requested.

WiserSites retainer is not a subscription. You are not obligated to renew or subscribe to recurring charges. There is no contract term.

We invoice by the minute. There is no 15 or 30-minute minimum charge. This means if a project only takes 6 minutes, you only get charged for 6 minutes. (We do not invoice for tasks that take less than 5 minutes)

2. Prioritization

By committing to WiserSites in the form of a retainer, your tickets get priority which means your tasks get moved to the front of the line.

By committing to a retainer, you are purchasing a block of our time to be used as needed, when needed. We, in turn, make sure we have the staff allocated appropriately and give priority treatment to retainer requests over ad hoc requests from non-retainer clients. **All retainer customers are assigned a personal project manager for fast turnaround and support during business hours.** In short, if you’re looking for a continual, quick turnaround on support requests and site enhancements, committing to a retainer will ensure that our team is in place and ready to go. We are ready and excited to serve you.

3. A Wise - Dedicated Team

Retainers ensure that we understand the big picture of your online marketing goals.

A retainer is more than just a block of hours for random “one-off” tasks. You are securing a team to be on call for all of your support and maintenance needs. This is a dedicated team that understands your business, how your site was built, your specific plugin recipe, and the long term direction where your company is heading. By working together long term, we help you make the smart decisions that will give the most bang for your buck and we will make sure that you avoid costly pitfalls and rabbit trails. This level of expertise means quicker turnaround, a personal, long-term positive working relationship with a team of friendly project managers, developers, and designers who you’ll get to know personally. We will become a valued extension of your team, helping you reach your digital goals.

4. Strategic Guidance

A common worry that business owners face when considering a retainer is not knowing how all the hours are going to be used, a hesitancy to commit money to unknown needs, expiring retainer funds, and recurring contracts.

First off, a retainer does not expire*. You do not need to feel pressured to use your retainer in a week or month. Take your time and if you don't have a lot of active needs, you have the security to know that your retainer is there when you need it. At the same time, our approach to retainers isn't simply to sit back and wait for requests to come in. We are constantly looking out for you and suggesting ways to improve your overall marketing efforts. Our wide array of service offerings can be brought into play at any time, including conducting usability tests, analyzing user data, and identifying trends and areas for improvement. Our staff will be an ongoing source of advice and information that will help you make the most of your retainer commitment. Most importantly, we will never use your retainer hours without your prior approval. There will not be any surprises and you will receive a regular retainer report that shows exactly how every minute has been invested for your project.

Secondly, retainers are not subscriptions. If you only want to secure one - 20-hour block of time a year, that is perfectly fine with us. You are not obligated to renew weekly, monthly, or annually. You buy time when you need time. Nothing more.

5. Continual Improvement

Your website is an ever-evolving and growing entity that is never really "finished" and as such, you need to know that you have a team to help you when you need to grow, adapt, and evolve.

Decisions made early in the design process are good for that particular point in time, but technology advances, user behavior changes, and market conditions fluctuate. Your website cannot sit idle while the world moves around it and eventually leaves you behind. A retainer enables you to commit resources to ongoing evaluation and refinement to move your website forward and make essential iterative improvements over time.

There are many other benefits to a retainer but our primary goal is to be there for our clients in the long term. Retainers give us the ability to always stay focused on your website and your digital strategy without the inconsistency of an on-again, off-again relationship that lacks continuity or an overall plan. Do you want to know more about our retainer options and how we can partner with you?

Contact us.

We'll work with you and find the best solution for your ongoing digital needs.

WiserSites - Terms of Retainer Service

- The retainer is optional and not a condition of any contract with any WiserSites service.
- There are no hidden fees for refusing to secure retainer time.
- **You will receive regular retainer reports so there are never any surprises with your invoices.** You will always know how much of your retainer time you have used. We encourage you to review, and if necessary dispute any specific line items. Again, there will not be any surprises.
- A retainer status notification is sent when 80% of the current retainer has been invested. You can continue to purchase retainer hours or you can opt-out at any time.