The Growth Partnership

One flat fee while we build. After that, we get paid out of the growth we create, measured in your own accounts. *If you don't grow, our invoice goes down. That's the pitch.*

MONTHS 1 TO 3

$2,000 / month

Flat, and half the $4,000 standard fee: the intake rate for partnerships that start inside the month they apply (three a month). Covers everything we do: website, Google and Meta ads, SEO, email, PR, tracking. No add-ons, no change-request invoices.

MONTH 4 ONWARDS

10% of growth

Ten percent of monthly revenue above your baseline, with a $1,000 floor so the ads and reporting keep running in a flat month.

BASELINE

Your last 12 months

Trailing 12-month average from your Xero, set on day one, not month three. Reviewed every six months and re-set upward as you grow.

WALK AWAY

30 days

After month three, either side can end it with 30 days notice. No lock-in contract, no exit fee.

How it runs

1. **Day one, install the meter.** We connect GA4, Search Console, your CRM and read-only Xero. You see exactly what we see. Baseline is agreed in writing before any work starts.
2. **Days 1 to 90, build.** Profile the market, plan the offer, ship the site and campaigns. Weekly wrap every Friday with the real numbers, not a dashboard we control.
3. **Month four, share the upside.** Each month we take the Xero revenue figure, subtract the baseline, and invoice ten percent of the difference (or the floor, whichever is higher).
4. **Every six months, re-set.** New baseline from the trailing twelve. Our share only comes from growth on top of where you now sit.

What you keep

Everything. Ad accounts, analytics, domain, website code and email lists sit in your name from day one. We are added as a partner, never the owner. If we part ways, nothing has to be rebuilt or handed back.

Who it suits

Businesses with revenue we can measure, roughly $30,000 a month and up, or any online store. If you're earlier than that, our $100 a month website is the better first step and we'll say so.

Why we can do this

Our agents do the work a retainer agency staffs with juniors: keyword research, page builds, ad optimisation, weekly reporting. That cost base is what lets us charge a fixed fee while we build, and only share in the result after that. We have run this model with our own partner brands since 2025.

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