

# Pricing guidelines

Transmission Private is an award-winning communications and PR agency for successful individuals, families, and their businesses. We endeavour to make our pricing structure transparent, clear, and flexible, fitting around the needs of private clients and their advisers.

## Price commitment

In all our work, we seek to ensure that our pricing satisfies four values:

- **Price transparency.** Our clients will always have a clear, transparent understanding of how our services are priced. We work to build trust, confidence, and certainty in our pricing.
- **Cost-effective.** We will always find the most cost-effective route for clients.
- **Aligned with expectations.** We will always give clear estimates of expected costs before starting a programme of work.
- **Quality of service.** Our clients are looked after with the same level of care and attention. We will not dilute our level of service or standard of advice for a lower cost.

## Pricing model

We price our services on a completely transparent basis. Our fees are calculated by the total time spent on a piece of work and the daily rates of the team member dealing with the issue.

This enables clients to engage us for a short piece of advice, without any form of long-term commitment. It also provides clients with the flexibility to 'start and stop' longer-term programmes of work, treating each item as a standalone project without having an overbearing ongoing retainer hanging over their heads.

While we do not seek to tie our clients into long-term contracts and retainers, we always offer our clients the option of moving to a retainer-based model for periods of time where the work level is constant and high.

We offer full flexibility, fitting around the individual needs for our clients, and ensuring they are able to access our services, advice, and support in the most cost-effective way possible.

## Our rates

Our rates vary between £300 to £2,500 per day depending on the seniority of the team member. This is a competitive rate for the high-quality, protective advisory-led communications support that we offer, which is qualitatively different from the press-release-drive, full-exposure, transactional approaches of other agencies.

As of July 2020, these rates are as follows (excluding VAT):

- **Digital Footprint Audit** – £2,500;
- **Partner** – £2,500 per day;
- **Associate** – £1,250 per day;
- **Senior Executive** – £650 per day;
- **Junior Executive** – £300 per day.

These rates are reviewed annually. An up-to-date list of our current rates can be found at [transmission-private.com/pricing](https://transmission-private.com/pricing). In crisis situations, our fees may differ, depending on the profile and urgency of the crisis situation.

All work is managed by a Partner who will work with other team members with the appropriate level of experience.

## Price estimates

We always provide our clients with a price estimate before starting. These are based on our experience working on similar projects with other clients.

On completion, clients will be provided with a breakdown of work undertaken as well as the overall time investment.

We have provided examples of different potential streams of work to see how pricing might look:

- Research, identify and pitch to a relevant interview slot: £2,500 (plus VAT, if applicable)
- Manage an interview to completion, including drafting the answers: £2,500 (plus VAT, if applicable)

When we estimate work, we also give clients full visibility of any additional costs that may be required.