The Margin Playbook

How to price white-label services — Private Label Agency

The one rule

Never price from your costs. Price from the market, then check your margin. Local businesses pay $1,500–$2,500/mo for competent marketing retainers in every US metro. That's the market. Your wholesale cost is what makes that price profitable — not what sets it.

The markup math

You sell	Market retail	Your wholesale	You keep
SEO Plan	$1,795/mo	$750 → $450/mo	$1,045–$1,345/mo (58–75%)
Google Ads	$1,795/mo	$750 → $450/mo	$1,045–$1,345/mo
Basic SEO	$897/mo	$397/mo	$500/mo (56%)
Website Management	$199/mo	$75 flat	$124/mo (62%)
20-Page Website	$1,500	$299	$1,201 (80%)
SUPER SEO Authority Build	$2,995	$999	$1,996 (67%)

The volume tiers

Your wholesale on every $750 retainer drops as your active account count grows:

- **1–2 accounts: $750/mo** — you keep 58% at suggested retail
- **3–5 accounts: $650/mo** — 64%
- **6–11 accounts: $550/mo** — 69%
- **12+ accounts: $450/mo** — 75%

The tier applies to ALL your accounts, not just new ones. Account #12 makes accounts #1–11 more profitable the day it signs.

Three pricing mistakes that kill agencies

1. **Discounting retail because wholesale is cheap.** Your client pays for outcomes and accountability, not your costs. Hold retail.
2. **Custom quotes for everything.** Productize. Three prices beat thirty negotiations.
3. **Underpricing the first client to "get proof."** The first client sets your reference price forever. Start at market.

The compounding picture

Ten SEO Plan accounts at $1,795 retail, at the $550 tier: **$12,450/mo gross profit** — with no fulfillment staff, no hiring risk, and your brand on every report.

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