

brief.

FAQs: Breef's Fee

When a client and agency are successfully 'Introduced', the agency pays Breef a referral fee.

Learn more below and reach out to our team with any questions.

Who is responsible for Breef's Fee?

Breef's 15% referral fee is paid by the agency. You should account for the 15% without going above the client's budget. The fee may not appear as an additional line item.

How is Breef's Fee calculated?

The Breef Fee is calculated as 15% of the total project fees over the first 12 months of the working relationship.

Breef's Fee applies to the total amount charged by the Agency for services. It does not apply to hard costs like media spend or equipment rental.

What costs does Breef's Fee apply to?

Breef's Fee applies to:

- Agency management fees (project management, creative direction, hourly rate, % of ad spend if retained, etc)
- Staffing costs (in-house or outsourced)
- Production cost (creative direction, script writing, edited, etc.)

Breef's Fee does not apply to:

- Ad / media spend
- Talent costs (models / actors)
- Travel, accommodations, venues
- Event / production insurance
- Equipment rentals

When is Breef's Fee payable?

- **Milestone Projects:** Breef's Fee is taken from the first project payment

- **Retainer Projects:** Breef's Fee is taken from each monthly payment

The fee is also applied to any expansions to your agreed scope or additional work within the first 12 months of your working relationship.

Should I list Breef's Fee on my SOW?

No. Breef's Fee should not be listed as a separate item on your contract or SOW. Breef's Fee is a business development cost and should not be charged to the client. The same way you might pay rent or employee costs, you do not charge a client the Breef Fee.

How long does Breef's Fee apply?

Breef's Fee applies to any work between an agency and a client who have been 'Introduced' through Breef. Breef's Fee is paid on all work for the first 12 months of the working relationship, starting from the date of first payment.

Any expansions to your agreed scope, or additional projects that commence within the first 12 months of your working relationship will also incur Breef's 15% Fee.

Questions? Reach out to us at

payments@breef.com