

Agency Project Profitability Tracker

From Holdings — getholdings.com

Track project margins, team utilization, and fully loaded costs. Designed for creative agencies between \$500K and \$10M in revenue.

1. Per-Project Profitability Tracker

Complete one for every project. Review at project close.

Project Overview

Field	Value
Project Name	
Client	
Project Type	Retainer / Fixed Fee / Hourly / Value-Based
Start Date	
End Date (Planned)	
End Date (Actual)	
Contracted Revenue	\$
Change Orders Billed	\$
Total Revenue	\$

Labor Costs

Team Member	Role	Hours Budgeted	Hours Actual	Loaded Rate/Hr	Total Cost
				\$	\$

				\$	\$
				\$	\$
				\$	\$
				\$	\$
				\$	\$
Internal Labor Total		hrs	hrs		\$

External Costs

Vendor / Freelancer	Description	Budgeted	Actual
		\$	\$
		\$	\$
		\$	\$
External Total		\$	\$

Out-of-Pocket Expenses

Expense	Budgeted	Actual
Stock photography/video	\$	\$
Printing/production	\$	\$
Software licenses	\$	\$
Travel	\$	\$
Other: _____	\$	\$
OOP Total	\$	\$

Profitability Summary

Metric	Budgeted	Actual
Total Revenue	\$	\$
Internal Labor Cost	\$	\$
External Costs	\$	\$

Out-of-Pocket Expenses	\$	\$
Total Direct Costs	\$	\$
Gross Profit	\$	\$
Gross Margin %	%	%
Effective Billing Rate (Revenue ÷ Internal Hours)	\$/hr	\$/hr
Hours Over/Under Budget		hrs

Target: Gross margin ≥ 50%. Below 40% requires post-mortem.

Post-Project Notes

- What went well:
- What went wrong:
- Scope changes (documented Y/N):
- Would we take this project again at this price? Y/N
- Pricing adjustment for similar future projects:

2. Fully Loaded Cost Calculator

Calculate the true hourly cost of each team member. Use these rates in project profitability tracking.

Cost Component	Amount	Notes
Annual Salary	\$	
Employer Payroll Taxes (7.65%)	\$	FICA (Social Security + Medicare)
Health Insurance (employer portion)	\$	Annual employer cost
Retirement Match	\$	e.g., 3% of salary
PTO Cost	\$	PTO days × daily rate
Workers' Comp Insurance	\$	Annual premium allocated
Equipment & Software	\$	Laptop, monitors, licenses / amortized
Training & Professional Development	\$	Conferences, courses, books
Recruiting Cost (amortized)	\$	Recruiting cost ÷ expected tenure in years

Office Space (allocated)	\$	Annual rent ÷ headcount (if applicable)
Total Loaded Annual Cost	\$	

Metric	Value
Available Hours/Year	1,850 (52 weeks × 40 hrs - holidays - PTO)
Loaded Hourly Cost	\$ (Total ÷ Available Hours)
Billing Rate	\$
Rate Multiplier	X (Billing Rate ÷ Loaded Cost)

Target multiplier: 2.5-3.5x. Below 2x means the person's billing rate doesn't cover their cost plus overhead.

Quick Reference Table

Team Member	Salary	Loaded Cost	Loaded \$/Hr	Billing Rate	Multiplier
	\$	\$	\$	\$	x
	\$	\$	\$	\$	x
	\$	\$	\$	\$	x
	\$	\$	\$	\$	x
	\$	\$	\$	\$	x
	\$	\$	\$	\$	x
Team Average			\$	\$	x

3. Team Utilization Dashboard

Track weekly or monthly. Review in team leads meeting.

Monthly Utilization by Person

Team Member	Role	Available Hrs	Billable Hrs	Non-Billable Hrs	Utilization %	Target %	Variance
					%	%	

					%	%	
					%	%	
					%	%	
					%	%	
					%	%	
Team Total		hrs	hrs	hrs	%	%	

Non-Billable Time Breakdown

Where is non-billable time going? Track to identify optimization opportunities.

Category	Hours This Month	% of Non-Billable	Trend (↑↓→)
Internal meetings		%	
New business / pitches		%	
Admin / operations		%	
Professional development		%	
Bench time (no project)		%	
Rework / unbilled revisions		%	
Total Non-Billable	hrs	100%	

Utilization Trends (12-Month)

Month	Team Utilization %	Revenue	Revenue per Billable Hour
Jan	%	\$	\$
Feb	%	\$	\$
Mar	%	\$	\$
Apr	%	\$	\$
May	%	\$	\$
Jun	%	\$	\$
Jul	%	\$	\$

Aug	%	\$	\$
Sep	%	\$	\$
Oct	%	\$	\$
Nov	%	\$	\$
Dec	%	\$	\$
Annual Avg	%	\$ Total	\$ Avg

4. Revenue & Capacity Forecast

Current Capacity

Metric	Value
Billable headcount	
Average target utilization	%
Available billable hours/month (headcount × ~154 hrs × utilization)	hrs
Average billing rate	\$
Monthly revenue capacity	\$

Pipeline Forecast (Next 90 Days)

Project / Client	Type	Est. Revenue	Start Date	Status	Probability
	Retainer / Project	\$		Signed / Proposal / Verbal	%
		\$			%
		\$			%
		\$			%
		\$			%
Total Pipeline		\$			

Weighted Pipeline (sum of revenue × probability)		\$			
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Capacity vs. Demand

Month	Available Hrs	Committed Hrs	Open Hrs	Revenue Committed	Revenue Capacity
Month 1				\$	\$
Month 2				\$	\$
Month 3				\$	\$

Decision triggers:

- Open hours > 30% of capacity → Ramp up business development
- Open hours < 10% for 2+ months → Consider hiring or expanding contractor bench
- Committed revenue > capacity → Scope risk; consider timeline adjustments or contractor support

5. Key Metrics Summary (Monthly Review)

Metric	This Month	Last Month	3-Mo Avg	Target	Status
Revenue	\$	\$	\$	\$	● ● ●
Team utilization	%	%	%	70%	● ● ●
Average project gross margin	%	%	%	50%+	● ● ●
Revenue per billable hour	\$	\$	\$	\$	● ● ●
Projects over budget	#	#	#	0	● ● ●
Cash reserves (months of OpEx)	mo	mo	mo	3+	● ● ●
AR aging > 45 days	\$	\$	\$	\$0	● ● ●
Retainer revenue %	%	%	%	40-60%	● ● ●

● = On target | ● = Watch | ● = Action needed

This tracker is for informational purposes only and does not constitute financial or business advice. Consult your accountant or financial advisor for guidance specific to your agency.

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