



1. *We developed, refined and tested the unique Accountable Comp model for the past two years*
2. *In 72 hours, we can provide a FREE estimate of agency fee savings with basic client information and no contact with agency*
3. *We ONLY get paid if we save you money on agency fees. No Risk. No Consulting Fees.*
4. *We provide up-to-date “zero-based “ agency costs, overhead & blended hourly rates on all SOW assignments*
5. *We are particularly adept in finding “hidden” agency profits in the base SOW assignments*
6. *We develop metrics that ensure there is ample incremental brand revenue to pay for ALL agency mark-ups*
7. *We establish brand metrics that are “fair and shared” for both agency & client*
8. *We get agency buy-in: selling and helping agency understand why Accountable Comp strengthens and benefits the client/agency relationship*
9. *We provide specialized tools, process & materials to facilitate Accountable Comp and keep it on track*
10. *We define, develop & customize all SOW assignments by complexity, creative rounds and rework rate*
11. *We handle all agency negotiations and provide contract oversight*
12. *We educate and train agency & client team members on the Accountable Comp process*
13. *As a client of Blamer Partnership you have access to our proprietary data and advice AFTER the initial assignment is completed*
14. ***Our experience shows, we save clients as much as 35% on agency fees***