



# **ENGAGEMENT MODEL & RETAINER LEVELS**

PRESENTED BY:

**VESTARA PTY LTD**

# ENGAGEMENT MODEL

Vestara operates on a retainer-based, fully managed service model.

Clients do not hire individuals or purchase isolated tasks. Instead, they engage Vestara to own and run defined operational functions on an ongoing basis.

This model ensures:

- Continuity of support
- Clear ownership and accountability
- Predictable operational outcomes
- Reduced founder involvement over time

The focus is not hours worked — it is work reliably handled.

# BASELINE HOURS

Each retainer includes a baseline number of monthly support hours.

Baseline hours exist to:

- Protect delivery quality and response times
- Ensure adequate capacity for ongoing operational ownership
- Prevent reactive, fragmented task handling

Baseline hours are set based on:

- Business complexity
- Volume of work
- Required responsiveness
- Number of workflows owned

This ensures support is sustainable, proactive, and stable.

# TIME TRACKING & ACCOUNTABILITY

All work is tracked transparently using Vestara's internal systems.

Time tracking is used to:

- Maintain accountability
- Monitor capacity and utilisation
- Inform scaling and optimisation decisions

It is not used for micromanagement or task-level oversight by the client.

Clients receive:

- Clear visibility into work completed
- Confidence that time is being used effectively
- Operational insight without administrative burden



# **FLEXIBILITY & SCALING**

Vestara's model is designed to scale with the business.

As operations grow:

- Additional workflows can be absorbed
- Support capacity can be increased
- New service areas can be layered in

Scaling does not require:

- Re-hiring
- Re-onboarding
- Rebuilding internal processes

The operational structure expands while continuity is maintained.

# COMMERCIAL GUARDRAILS

To ensure consistency and fairness across all clients, Vestara operates within defined commercial guardrails:

- Retainers are billed monthly, in advance
- Baseline hours reset monthly
- Limited rollover may apply depending on retainer level
- Scope is defined and managed proactively
- Ad-hoc or out-of-scope work is reviewed separately

These guardrails protect both delivery quality and long-term partnership value.



# RETAINER LEVELS

Vestara retainers are structured around operational capacity, not job titles.

## Foundation Support

Designed for founders needing reliable relief from core operational workload.

Typical focus areas:

- Administration and executive support
- Customer and inbox management
- Process coordination

## Scale Support

Designed for established teams requiring consistent, multi-function operational coverage.

Typical focus areas:

- Cross-functional operational ownership
- Team coordination and reporting
- Specialist workflows and project support

## Growth Support

Designed for businesses with increasing complexity and multiple workflows.

Typical focus areas:

- Admin and customer support
- Marketing and content execution
- Sales and operational coordination

# INVESTMENT RANGES

Investment varies based on:

- Retainer level
- Baseline hours required
- Scope and complexity of workflows

Pricing is structured to reflect:

- Ongoing ownership
- Continuity of support
- Managed delivery model

Specific pricing is confirmed during discovery to ensure accurate alignment.



# SELECTING THE RIGHT LEVEL

Most clients begin at a level that removes day-to-day operational load from leadership, then scale as complexity increases.

The correct retainer level is determined by:

- Where founder time is currently being lost
- Which functions require consistent ownership
- How critical continuity and responsiveness are to the business

# NEXT STEPS

All Vestara services are delivered on a monthly retainer basis to ensure continuity, accountability, and operational stability.

The next step is a short discovery conversation to:

- Confirm service fit
- Define scope and priorities
- Establish an appropriate baseline and retainer level

# CONTACT US



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**THANK YOU**  
FOR YOUR ATTENTION

VESTARA PTY LTD