



BENCHPRESS

BENCHMARK YOUR AGENCY AGAINST THE BEST

BENCHMARKS FOR £1M+ AGENCIES

STATE OF THE AGENCY NATION

2024

BENCHMARK
EDITION #13

POWERED BY

WOW

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THE BENCHPRESS STORY

WHERE IT ALL BEGAN

BenchPress is run by [The Wow Company](#), an accountancy practice that specialises in working with agencies. We started benchmarking in 2012 with the aim of taking an accurate snapshot of agency life and sharing insight and analysis. Since then, BenchPress has grown to become not only the largest survey of UK independent agency owners, but also an ongoing programme of learning and support.

Thank you to our official partners for 2024, [Krystal](#) and [The Agency Collective](#), who have helped us reach more agencies than ever before. And a huge thank you to everyone who has taken part in the survey, or who has spread the word about BenchPress. We couldn't do it without your support.

WOW

THE
AGENCY
COLLECTIVE



Krystal

CLOUD
HOSTING
MANAGED

HOT TOPICS FOR 2024



This year, we've evolved BenchPress into a six-month programme split into three hot topic modules:

1



STATE OF THE AGENCY NATION

THIS REPORT

OUT NOW

A review of 2023 - growth rates, confidence, challenges, profit, remuneration, and staff changes. Plus the key metrics for 2024, including the latest hourly rates and cash balances.

2



NEW BUSINESS

DOWNLOAD THE REPORT

OUT NOW

An analysis of the time and money spent on new business, what works (and what doesn't), the technology used, conversion rates, plus the levers to pull to win more new business.

3



BUILDING A VALUABLE AGENCY

DOWNLOAD THE REPORT

OUT NOW

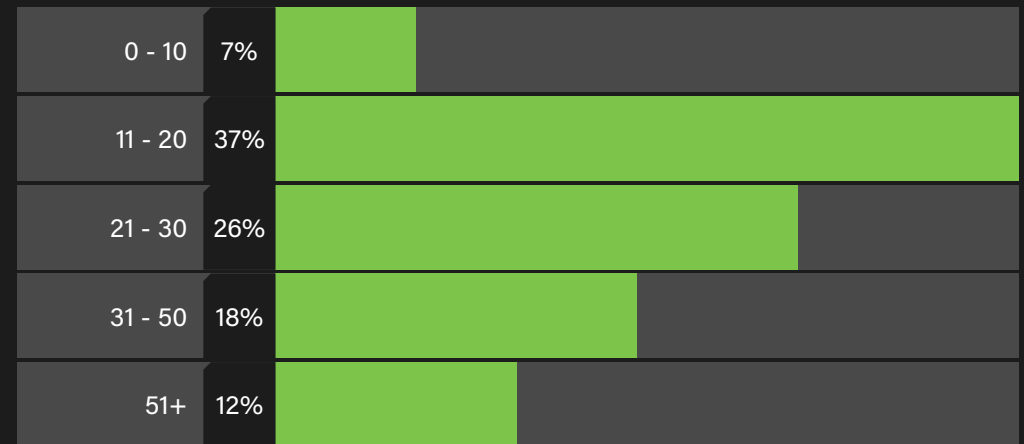
The key ingredients of a highly valuable agency (and how you can increase what your agency is worth). Plus, what people look for first when assessing whether to buy an agency.

WHO COMPLETED THIS YEAR'S SURVEY?

This report contains benchmarks for agencies with fee income over £1m.
Here's some more information about them.



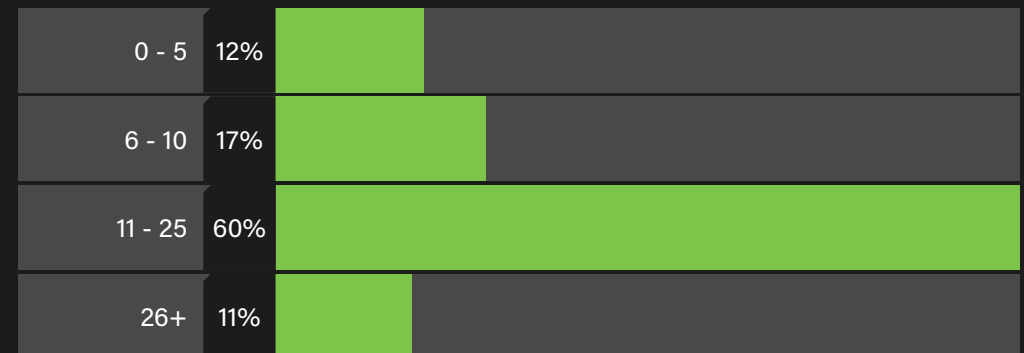
EMPLOYEES



FEE INCOME



YEARS IN BUSINESS



MEASURE MORE FOR SUCCESS

"What I love about BenchPress is that anyone can read this report and instantly see where they need to raise their game. It shows you what's possible and what you need to change to achieve it.

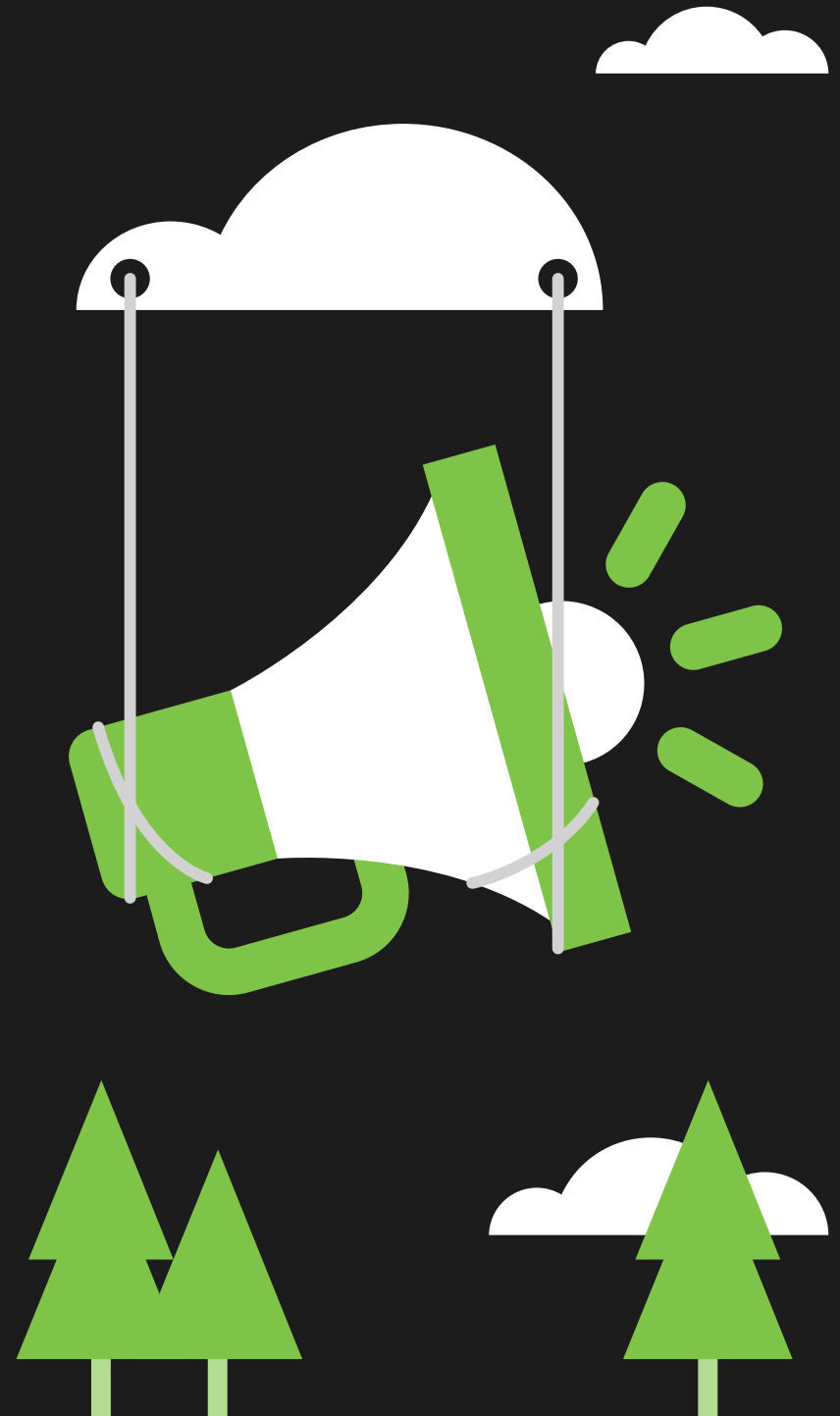
Focusing on these benchmarks really makes a difference. The more you measure, the better performance you will get."

PETER CZAPP
CO-FOUNDER
THE WOW COMPANY



THE HEADLINES

- A brutal year for agencies
- Who managed to grow last year
- The biggest challenges right now



IT'S BEEN A BRUTAL YEAR FOR AGENCIES

If last year was tough for you, you are not alone.



2023 WAS ALMOST AS BAD AS COVID YEAR

In 2023, 54% of £1m+ agencies grew fee income. This is down from 78% the year before and only marginally better than the 49% that managed to grow in 2020, the year that COVID struck. Compare your growth rate on [page 10](#).



AGENCIES RODE THE RESOURCING ROLLERCOASTER

58% of £1m+ agencies had a tough call to make last year, reducing staffing or freelancer levels at some point. 86% still recruited despite a challenging 2023. Find out what agencies did with their people in 2023 on [page 15](#).



OPERATING PROFIT IS TRENDING DOWNWARDS

The number of agencies making more than 10% operating profit (after director drawings) has fallen sharply in the past two years, from 71% in 2021 to 51% in 2023. Find out the reasons why on [page 19](#).



CASH IS TIGHTENING

Agencies with cash reserves totalling more than 3 months of overheads dropped by 10% in the last 12 months. Now, less than half of agencies (47%) have this buffer. Compare your cash reserves on [page 37](#).

REASONS TO BE HOPEFUL

Confidence levels are higher now than 12 months ago. 2023 forced a lot of agencies to sharpen up. These leaner, more focused agencies now have a chance to thrive.



SPECIALIST AGENCIES ARE DOING WELL

You're twice as likely to achieve fast growth (increase in fee income of 26%+) and high profitability (gross profit of 61%+) if you have a clear specialism or niche. In fact, throughout all three reports, you'll find many areas where specialist agencies outperform generalists.



AGENCIES MORE CONFIDENT WITH PRICE INCREASES

After several years of modest price increases, blended hourly rates rose by 5.6% in 2023, double the increase on the year before. Those that used tiered pricing increased hourly rates by 10% - 13%. Find out more on [pages 32-36](#).



GROSS PROFIT HOLDS FIRM DESPITE CLIENT PRESSURE

The rise in hourly rates helped agencies achieve an average gross profit of 40%, the same as the year before. Whilst this is below the recommended benchmark of 50%, it's a significant achievement in a year when rates have been under scrutiny from clients.

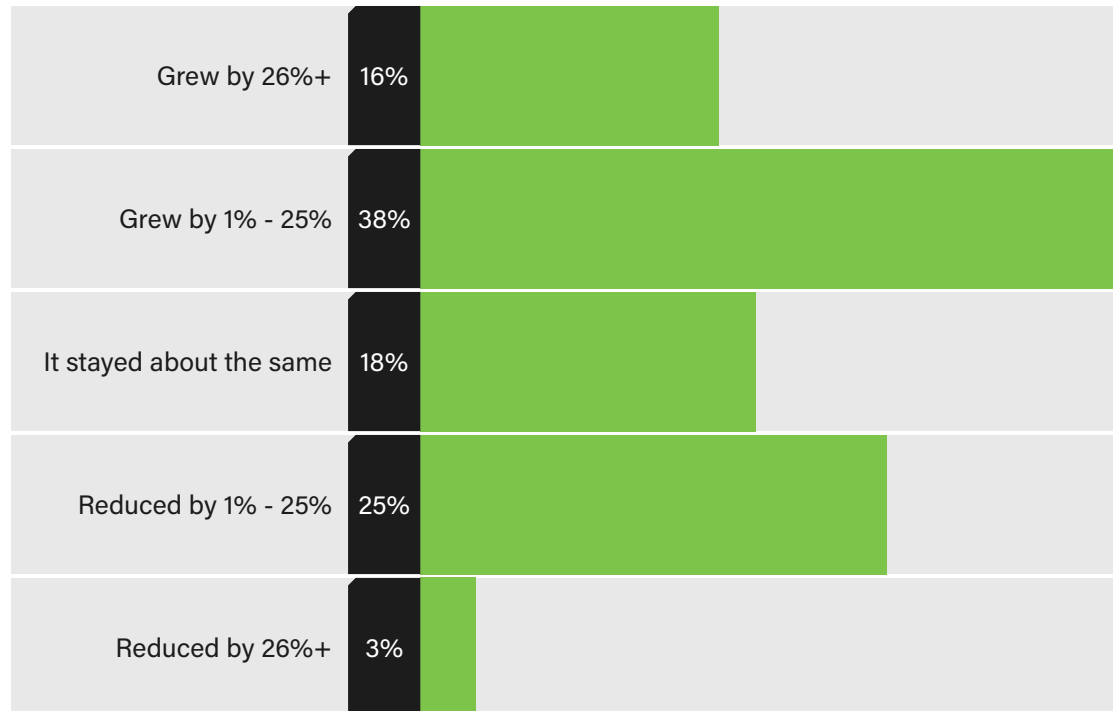


FEWER AGENCIES 'AT RISK'

Despite the tightening of cash, there are fewer agencies 'at risk' (≤ 1 month of overheads as cash) than there were 12 months ago. The drop of 1% (from 10% to 9%) might not feel like a win, but after such a brutal year, this gives agencies something to build on.

GROWTH RATES

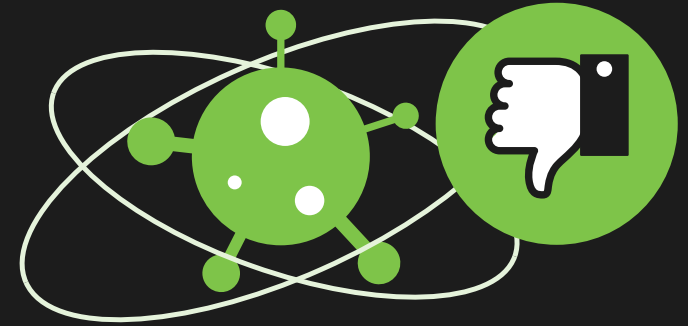
HOW FEE INCOME* CHANGED IN 2023 FOR £1M+ AGENCIES



* Turnover minus costs that were billed back to a client, like print or ad spend

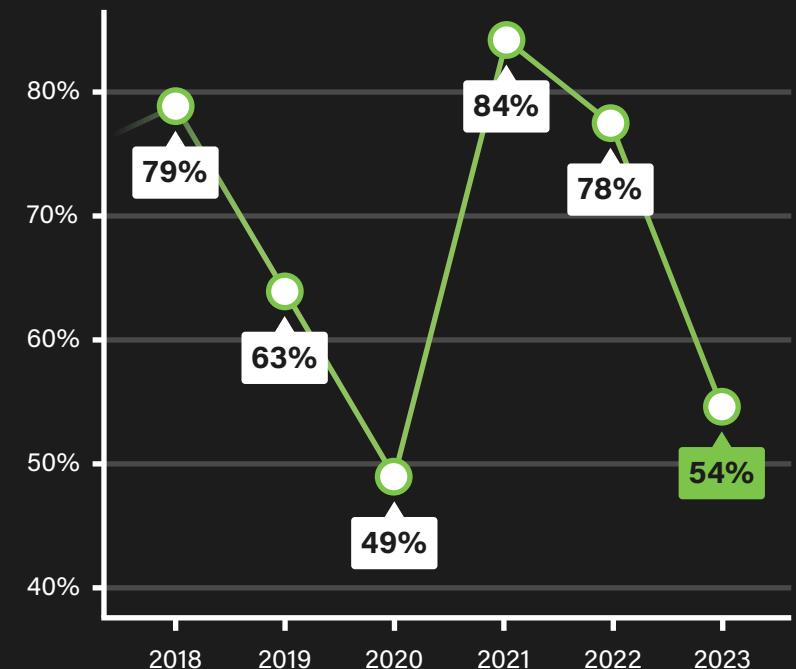
If last year was tough for you, you are not alone

2023 was a brutal year for agencies. After the post-pandemic rush, the downturn in the number of agencies seeing growth in fee income accelerated. 2023 saw the lowest percentage of growing agencies since the UK lockdown period.



2023 WAS ALMOST AS BAD AS COVID YEAR

£1M+ AGENCIES THAT GREW FEE INCOME



THE BIGGEST CHALLENGES RIGHT NOW



WINNING NEW BUSINESS IS MORE IMPORTANT THAN EVER

Winning new business has taken on greater emphasis, up from 27% to 40% in a year. Profitability and working on the business remain around the same, while concerns around cash flow jump ahead of recruitment, as agencies feel the squeeze.



WIN MORE NEW BUSINESS

The latest sales performance benchmarks for agencies, including:

- Current new business challenges and ways to overcome them
- Powering your sales and marketing engine
- The metrics that will increase your chances of success

[DOWNLOAD THE REPORT](#)



LOOKING TO INCREASE YOUR PROFIT?

Discover the traits of the most profitable agencies, and:

- Price more profitably
- Get more clients on retainers
- Develop and implement a profit culture

[GET THE GUIDE](#)

BENCHPRESS MAKES US BETTER

"BenchPress is the thing we look forward to every year. I love how the whole industry gets involved in it.

The insights it gives us are really powerful - it enables us to see where we stand in relation to other agencies and shows us where we need to improve. The actions we take as a result make us a better agency."

KATY HOWELL
CEO
IMMEDIATE FUTURE



THE ULTIMATE AGENCY TOOLKIT

Answering the big questions:

- How do I increase my rates and fees?
- Should I offer discounts?
- How do I handle a team that feels stretched and overworked?
- We don't have enough work for everyone, what are my options?
- How can I win new business in a bad economy?
- What should I do in a cash flow crisis?
- What's the best mindset to adopt?

DOWNLOAD GUIDE



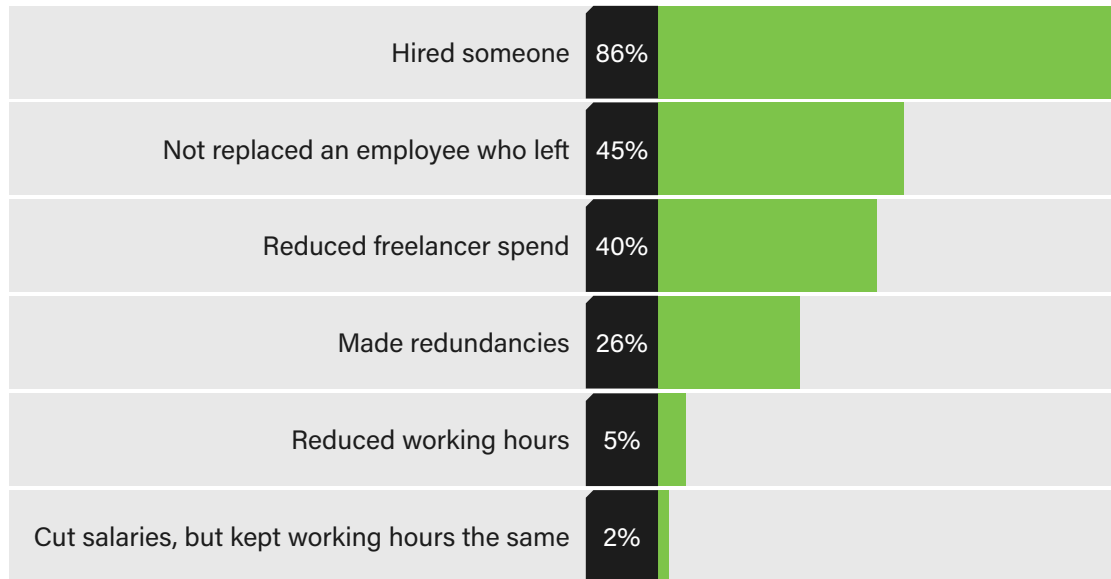
REVIEW OF 2023

- Agencies rode the resourcing rollercoaster
- What happened to gross profit
- The operating profit benchmark to aim for
- Why agency owners are drawing more income
- The importance of purpose for agencies



PEOPLE

WHICH OF THESE HAVE YOU DONE IN THE PAST 12 MONTHS?



Tough decisions to make?

Redundancies can be one of the toughest parts of running an agency. While it can be a smart business decision, there's no avoiding the emotional impact on you and your team. Check out The Agency Collective's brilliant guide to navigating all the elements of these tough decisions.

[GET SOME ADVICE](#)

THE RESOURCING ROLLERCOASTER

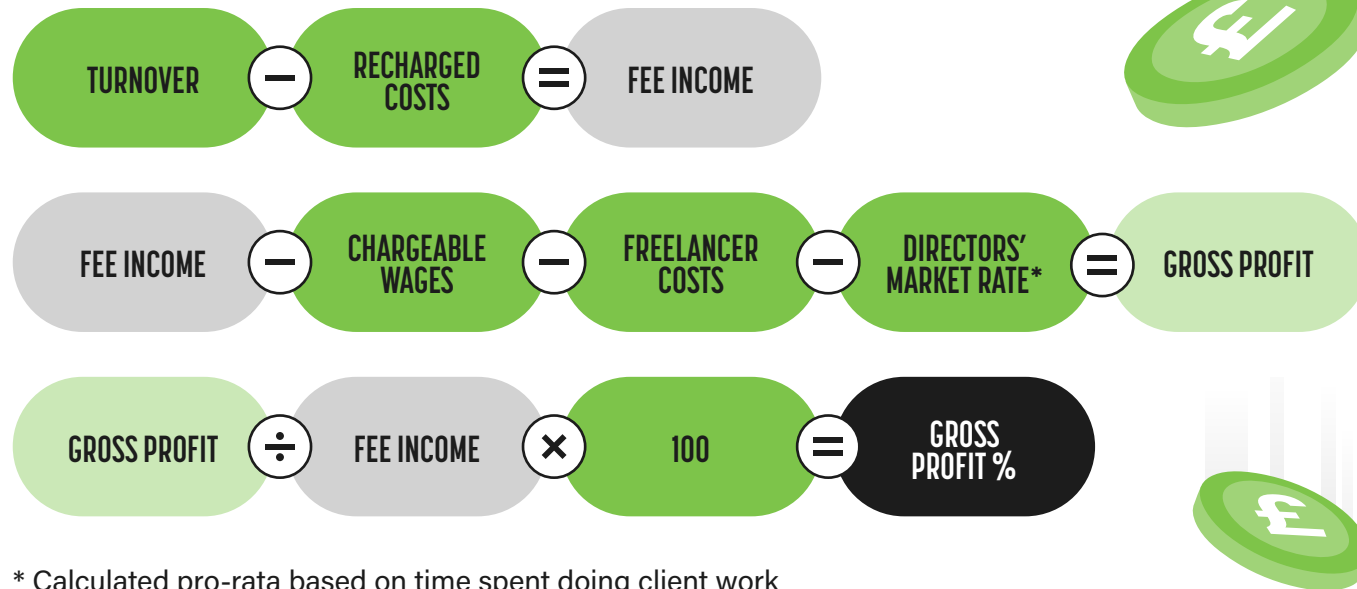
58% of agencies had a tough call to make last year, reducing staffing or freelancer levels at some point. Even the fastest growing agencies had big people decisions to make, with 41% reducing their people resource. Despite the challenges, 86% recruited at some point in the year.



GROSS PROFIT

There are many different ways to calculate your gross profit. The one that will be the most meaningful to you is if you include your chargeable wage costs (salaries of all the people who deliver client work) as a cost of sale. It's also important to factor in a market rate for all the time you spend delivering client work.

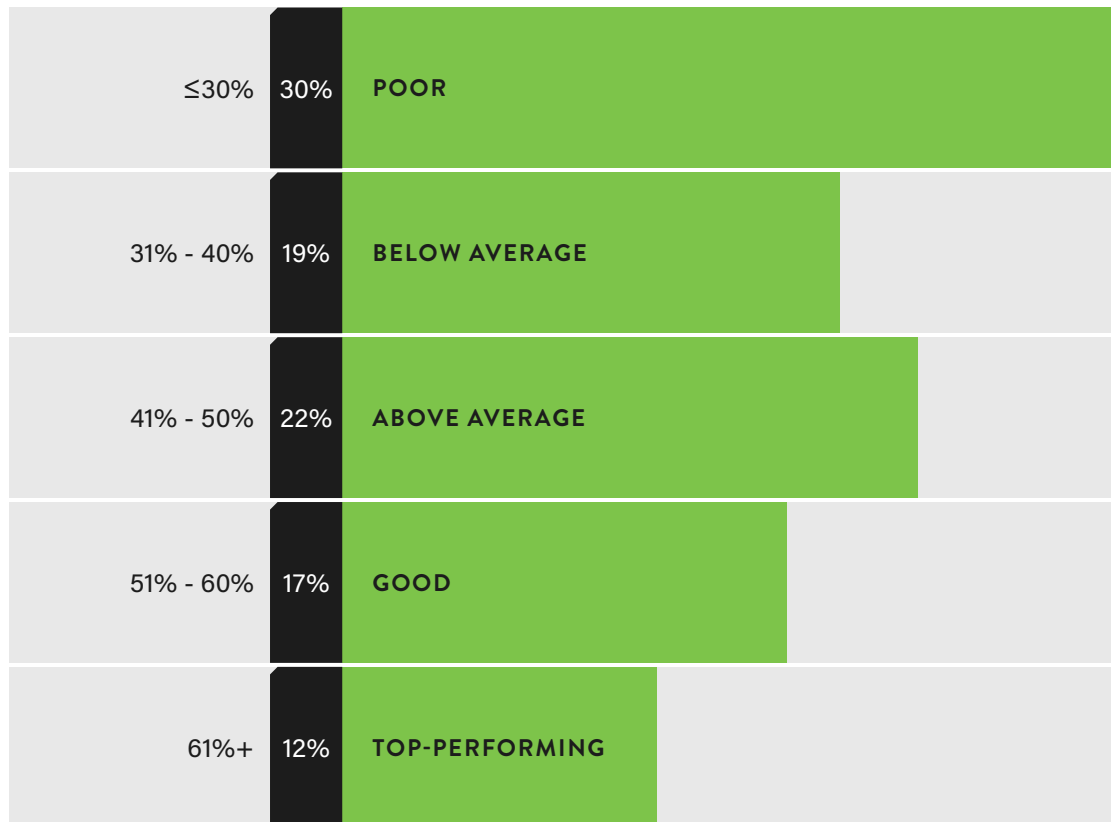
HOW TO CALCULATE YOUR GROSS PROFIT % IN A MEANINGFUL WAY



WATCH THE 6-MINUTE TUTORIAL

GROSS PROFIT

AVERAGE GROSS PROFIT PERCENTAGE OF £1M+ AGENCIES



Average gross profit holds firm at 40%

For the second year in a row, £1m+ agencies reported an average gross profit percentage of 40%. This was down from 44% in 2021 and is still well below the recommended benchmark of 50%.

AIM FOR A GROSS PROFIT PERCENTAGE ABOVE 50%

This is a key benchmark for a healthy agency - one that is ready to tackle the challenges that lie ahead. How can you increase your gross profit?

[DOWNLOAD THE AGENCY PROFIT GUIDE](#)



OPERATING PROFIT

OPERATING PROFIT PERCENTAGE OF £1M+ AGENCIES*

Didn't make a profit	13%	POOR
1% - 10%	36%	BELOW AVERAGE
11% - 20%	31%	AVERAGE
21% - 30%	16%	GOOD
31%+	4%	TOP-PERFORMING

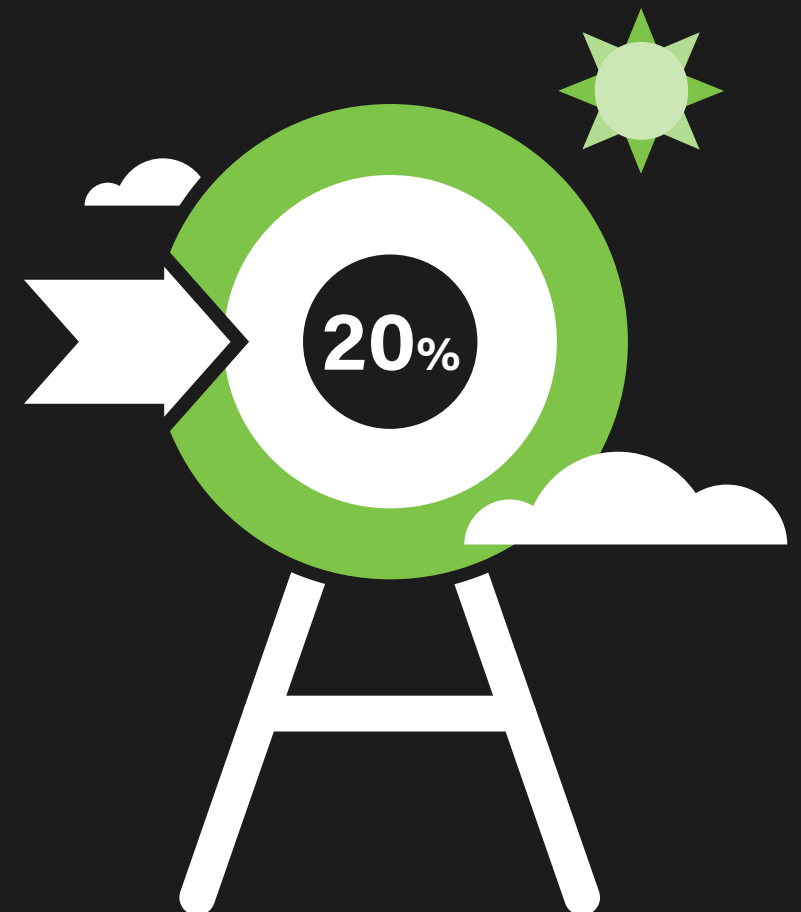
* **After** you've paid yourself. In your accounts, your operating profit will be shown before you take dividends. These figures show the operating profit as a percentage of fee income **after** you've paid these dividends.

Average operating profit drops to 12%

In 2023, the average operating profit (after you've paid yourself) of £1m+ agencies dropped to just 12% (from 17% the year before). This forms part of a worrying trend, which we explore in more detail below.

AIM FOR AN OPERATING PROFIT ABOVE 20%

This will put you in a good position to reinvest in your growth strategy each year and will increase what your agency is worth.

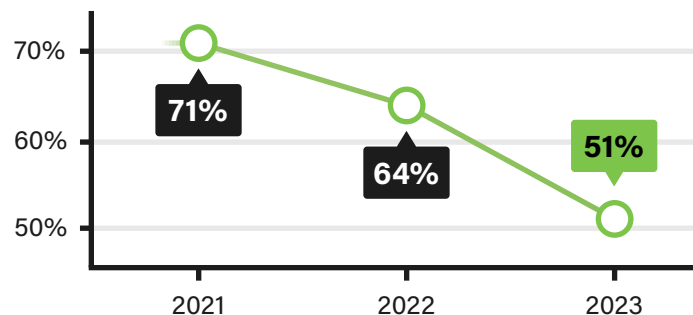


PROFIT ANALYSIS

Operating profit is trending downwards

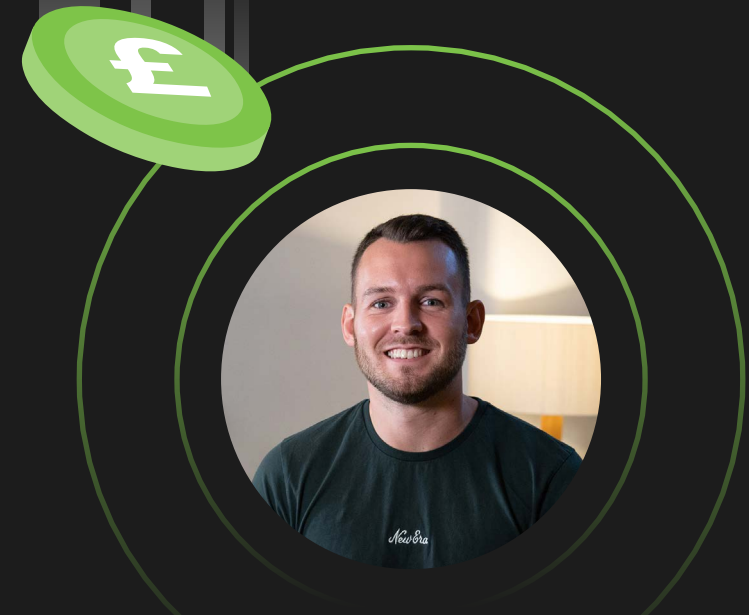
The number of £1m+ agencies making more than 10% operating profit (after the business has paid its owners) has fallen sharply in the past two years, from 71% in 2021 to 51% in 2023.

£1M+ AGENCIES
MAKING MORE
THAN 10%
OPERATING PROFIT



Where has all the profit gone?

Whilst the average gross profit percentage has remained the same, agencies have been hit with one-off redundancy costs, and stuck with regular commitments like office costs, even if their fee income has reduced. Another reason for the drop in operating profit (after the business has paid its owners) has been increased remuneration for agency owners. Scroll down to discover what owners of £1m+ agencies earned in 2023.



LOOKING FOR WAYS TO INCREASE YOUR PROFIT?

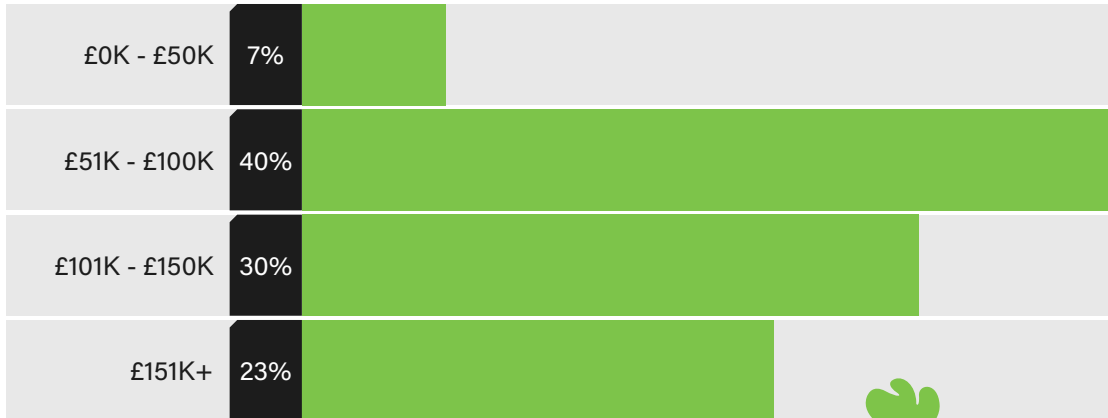
Book a 30-minute **Agency Profit Review** with
Rory Spence at The Wow Company.

BOOK A CALL



PERSONAL REMUNERATION

WHAT OWNERS OF £1M+ AGENCIES EARN (BEFORE TAX)

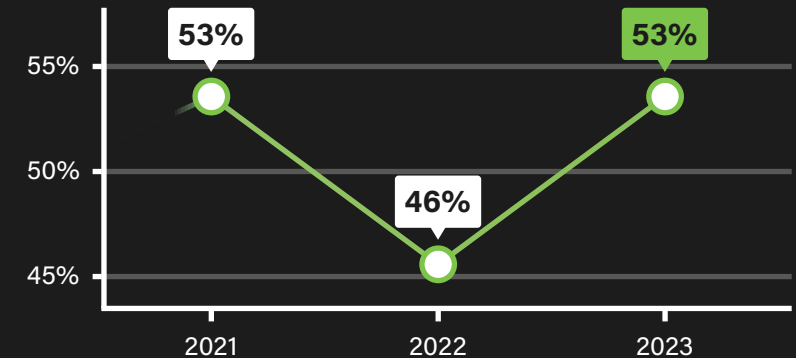


£1M+ AGENCY OWNERS ARE DRAWING MORE TO COMBAT THE COST OF LIVING CRISIS

53% of owners took home more than £100k last year, returning owner earnings to 2021 levels. You'd normally expect to see this bounce after a boom year. However, this increase in earnings was forced upon agency owners, as the cost of living soared in 2023. After a year of lean profits, it leaves agencies with depleted cash reserves, which we look at in more detail on [pages 37-41](#).



£1M+ AGENCY OWNERS EARNING MORE THAN £100K

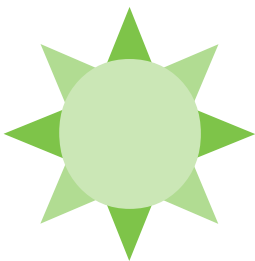


HIGH EARNINGS COME AT A COST

There is a correlation between earnings and your work/life balance. Generally speaking, agency owners are sacrificing this balance for personal remuneration. Once you earn over £150k, you're twice as likely to feel you have zero work/life balance.

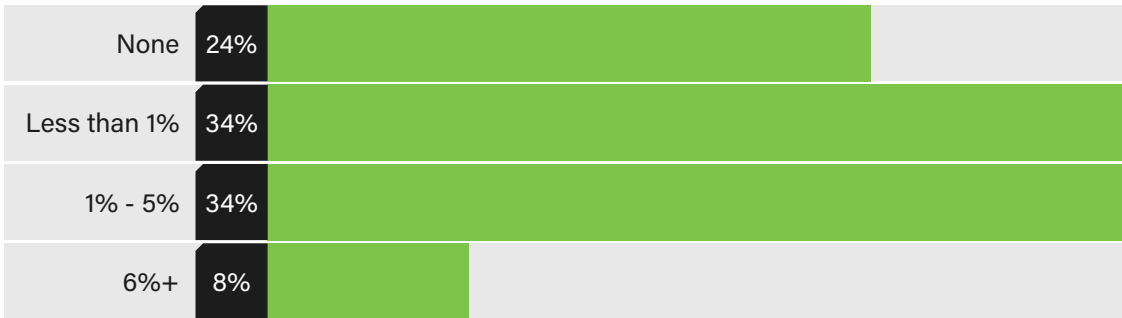


ENVIRONMENTAL AND SOCIAL IMPACT

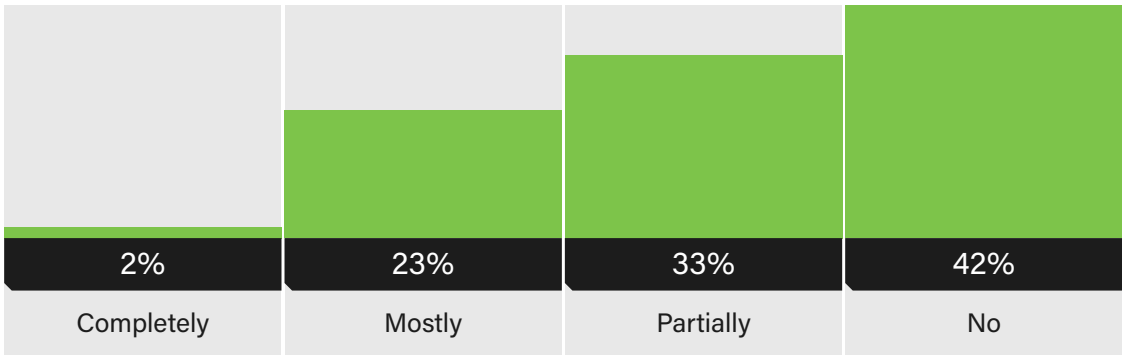


How important is being purpose-led to £1m+ agency owners?

PERCENTAGE OF OPERATING PROFIT SPENT ON ENVIRONMENTAL AND SOCIAL IMPACT IN 2023



DO YOU WORK WITH SUPPLIERS WHO COMMIT TO ENVIRONMENTAL INITIATIVES



STANDING UP FOR THE PLANET MATTERS

Agencies that chose environmentally conscious suppliers were better at getting referrals from existing clients. 76% reported referrals as their strongest source of leads, compared to the 59% average.

BUILDING A BEAUTIFUL BUSINESS

Despite a really tough 2023, having a purpose continues to be important for agencies. As you'll see on [page 26](#), 33% of £1m+ agency owners intend to prioritise building a business that has a positive impact on the world.

Check out the [Beautiful Business Podcast](#), which helps leaders succeed sustainably and maximise the positive impact they have on the world.

[LISTEN ON SPOTIFY](#)



Krystal

CLOUD
HOSTING
MANAGED

58% OF AGENCIES HAVE MADE THE SWITCH TO ENVIRONMENTALLY CONSCIOUS SUPPLIERS.

If you'd like to be more proactive about managing your own agency's supplier chain, technology is a great place to start.

This year's BenchPress partner, Krystal, offers ultra-fast hosting that runs on 100% renewable energy. With their expert, fully-managed migration service, they will migrate your accounts without any hassle or disruption.

It's an easy switch that has a big impact.

GET SIX MONTHS FREE*

*On monthly plans



"TRANSFORMATIONAL CHANGES TO PROFITABILITY..."

"We have been working with Wow for a year now and I honestly can't thank them enough for the support they have given us so far. The tangible results speak for themselves. They've helped us fine-tune our processes and look at ways of being more profitable. It's resulted in transformational changes to profitability this year.

"But for me, it's the softer skills they bring that really make it work and make them different. Nothing is too much trouble, they are patient, talk to us in a human way and genuinely care about our successes. I would highly recommend Wow to any other agencies."

LOUISE WRIGHT
COMMERCIAL DIRECTOR
PUNCH CREATIVE



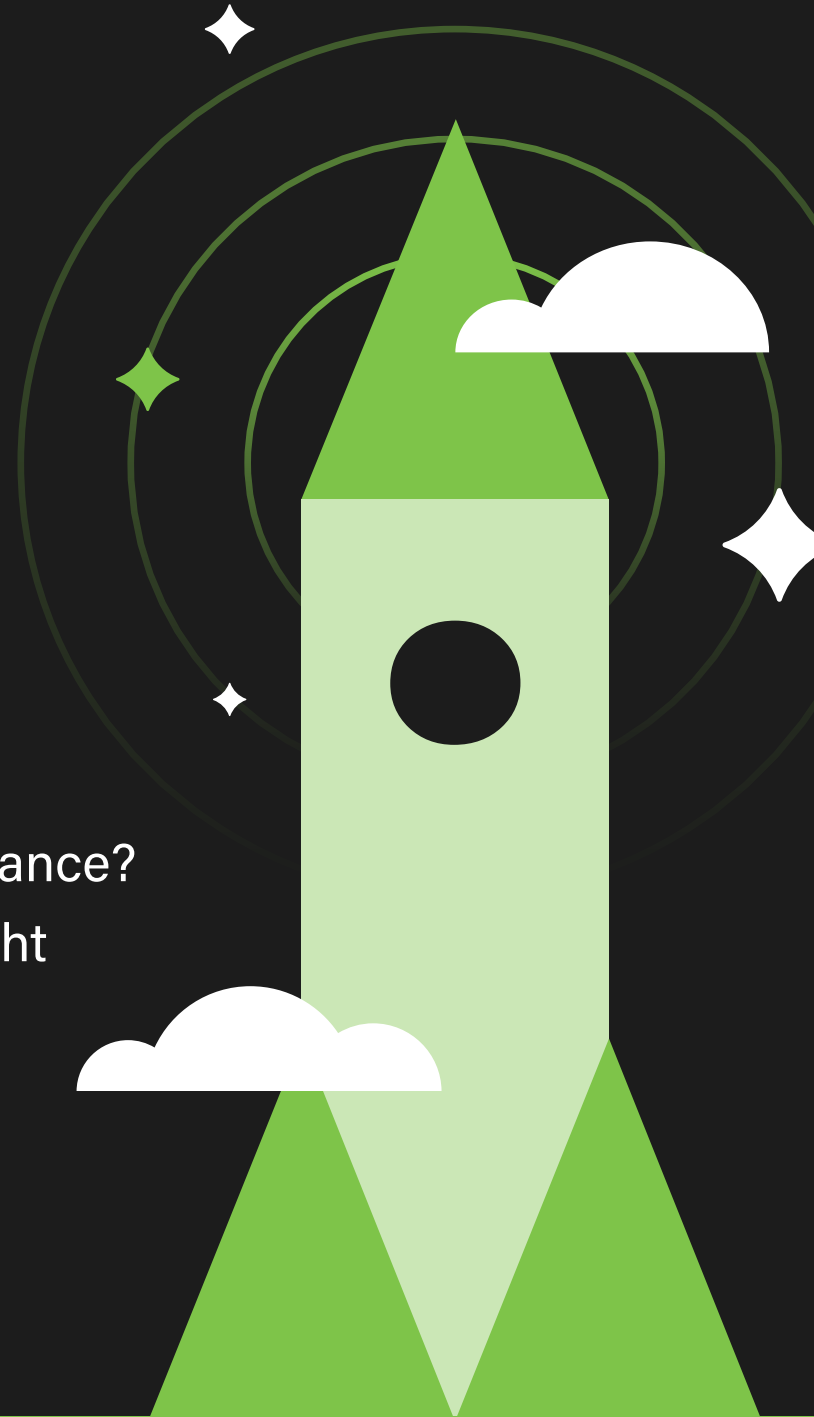
WOW
LOVES WORKING WITH AGENCIES

BOOK A CALL



LOOKING AHEAD

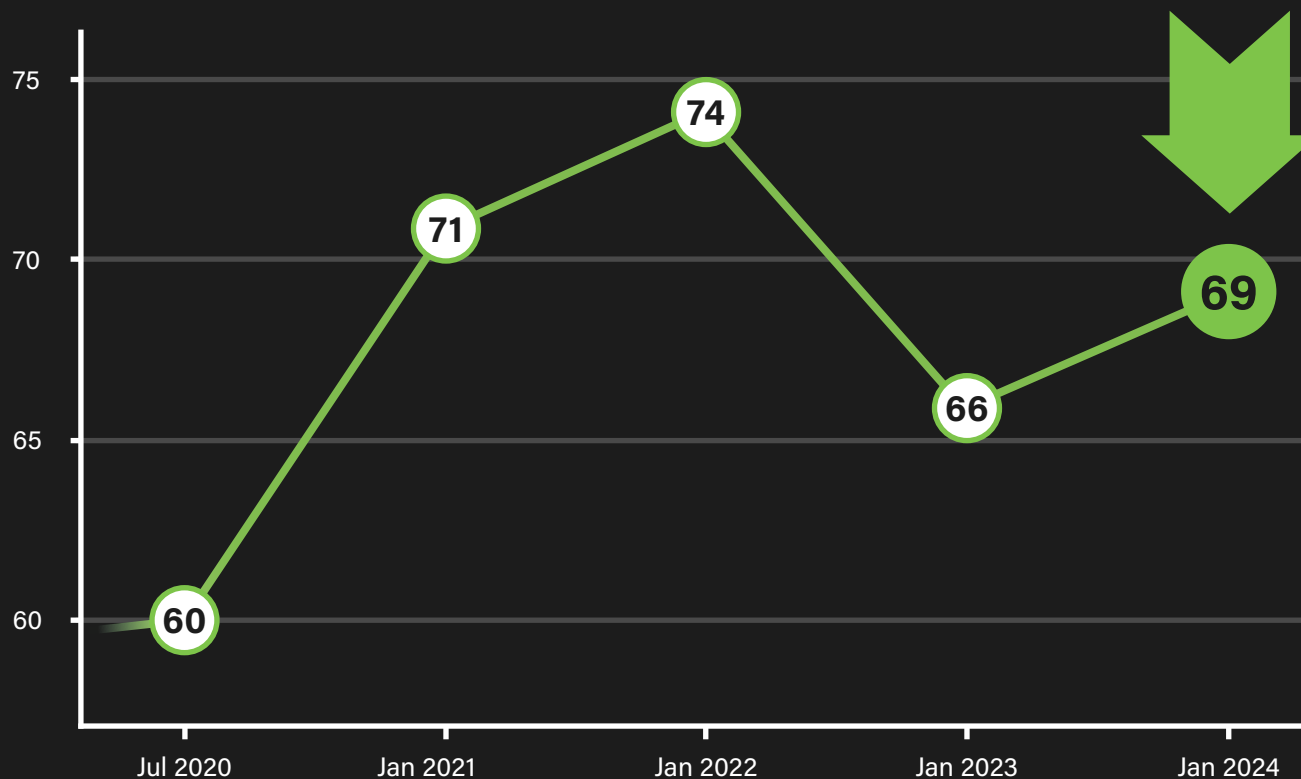
- How confident agency owners are feeling right now
- Priorities for the future
- Are agency owners maintaining a healthy work/life balance?
- What happens when you get your value proposition right



AGENCY CONFIDENCE INDICATOR

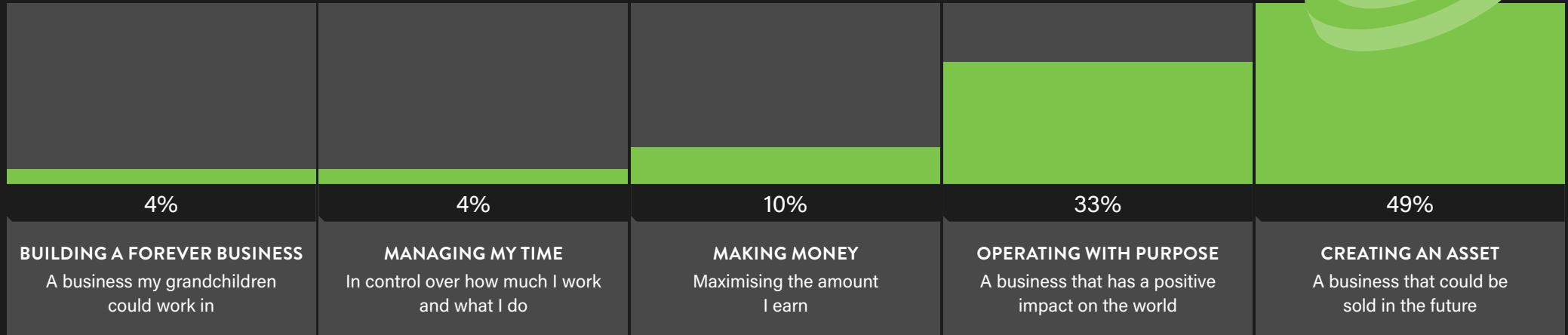
For several years now, we've been tracking how confident agency owners feel about the year ahead by asking them to give a rating out of 100. Above 50 - you're feeling confident. Below 50 - you're expecting this year to be worse than last year.

Despite the challenges of 2023, agency owners are feeling cautiously optimistic about the year ahead. Confidence may have risen slightly since last year, but it's still far from the levels experienced a couple of years ago.



PRIORITIES

WHAT'S MOST IMPORTANT TO £1M+ AGENCY OWNERS?



Almost half of £1m+ agency owners plan to sell

Once you hit £1m fee income, the desire to sell increases. 49% of £1m+ agencies said this was their number one priority vs 35% of smaller agencies. This percentage has risen since last year.



Time drops down the list of priorities

Last year, 14% of agency owners said that being in control of how they spend their time was their number one priority. This year, this has dropped to just 4%.



Purpose is still high on the agenda

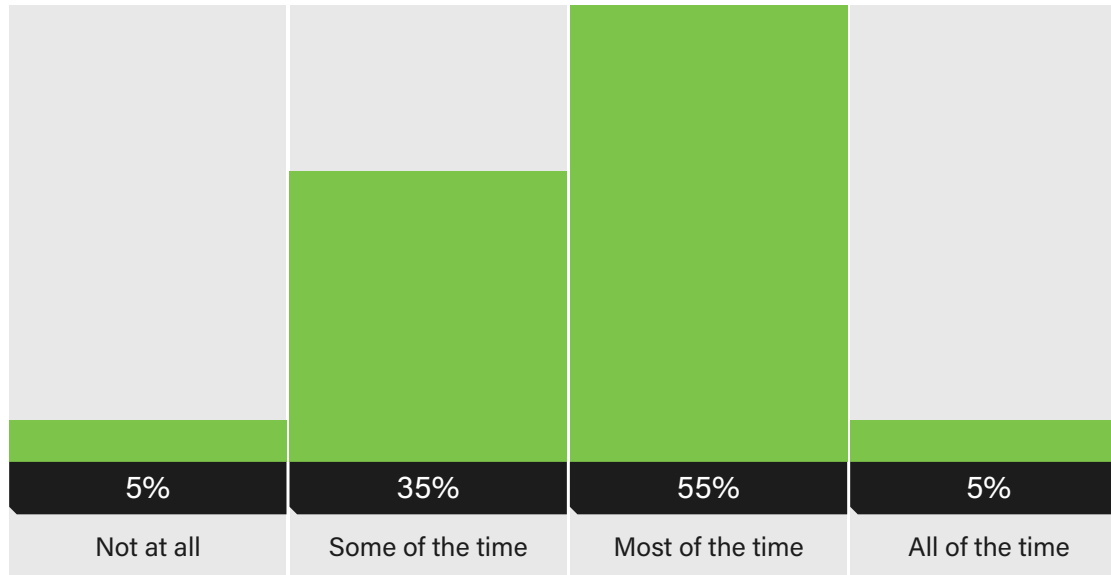
Despite the economic challenges, operating with purpose is the number one priority for 33% of agency owners (up from 28% last year).

With more agency owners striving to build a saleable asset than ever before, let's explore the ways in which you could exit or sell your agency.

[READ MORE](#)

YOUR WELLBEING

DO YOU FEEL YOU HAVE A HEALTHY WORK/LIFE BALANCE

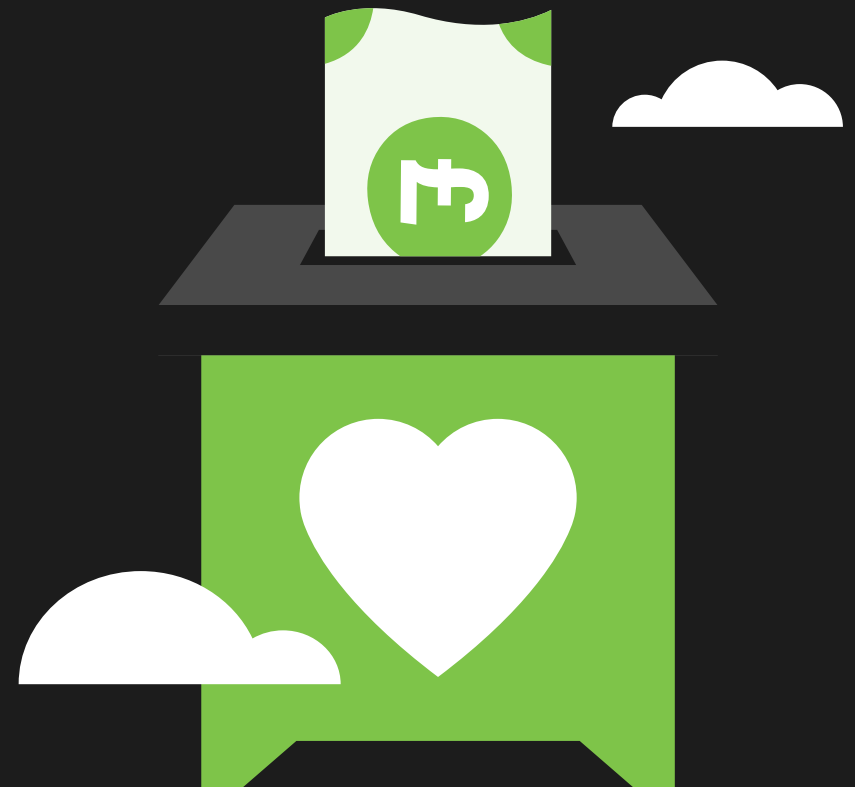


AGENCY OWNERS MAINTAINING BALANCE DESPITE CHALLENGES

When the going is tough, there's always a danger that work/life balance slips. That's not been the case for agency owners, with those reporting a good balance roughly the same as 12 months ago.

CASH IS GOOD FOR YOUR WELLBEING

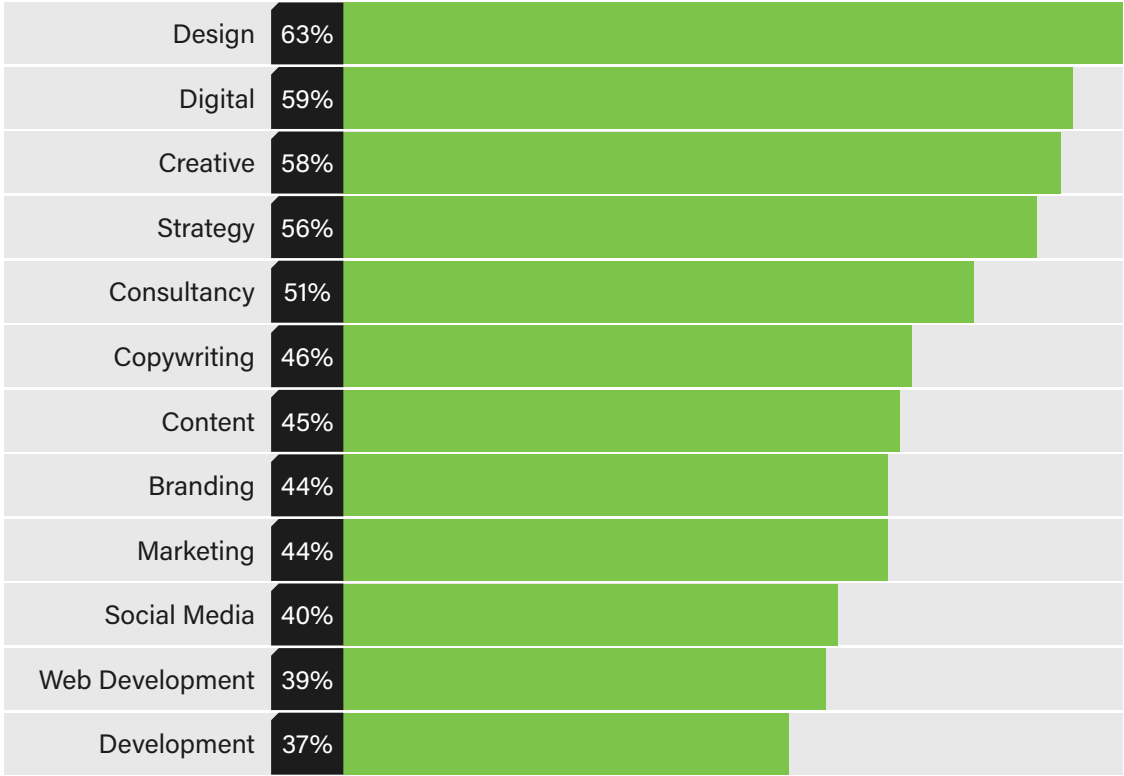
Agency owners with more cash in the bank feel like they have a healthy work/life balance. 70% of owners with 6+ months of overheads as cash felt they had a good work/life balance most if not all of the time, compared to just 48% of those with less than 1 month of overheads as cash.



SERVICE OFFERINGS

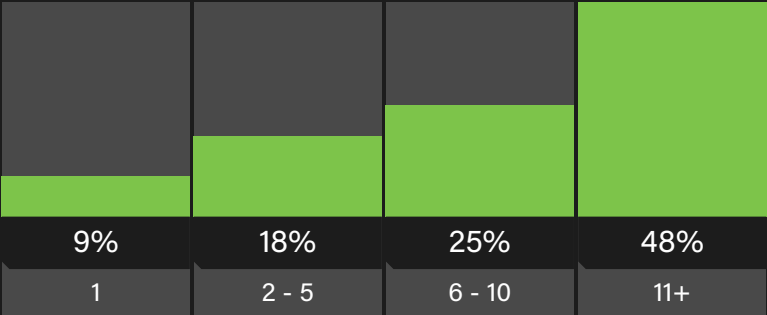
Having a specialised service offering will make you more attractive to buyers looking to add that particular service to their portfolio.

Agencies are offering a total of **58 different services**, with the most popular ones being:



Very few agencies (9%) can truly call themselves a specialist in just one service offering. Nearly half (48%) are offering more than 11 different services to clients.

NUMBER OF SERVICES OFFERED



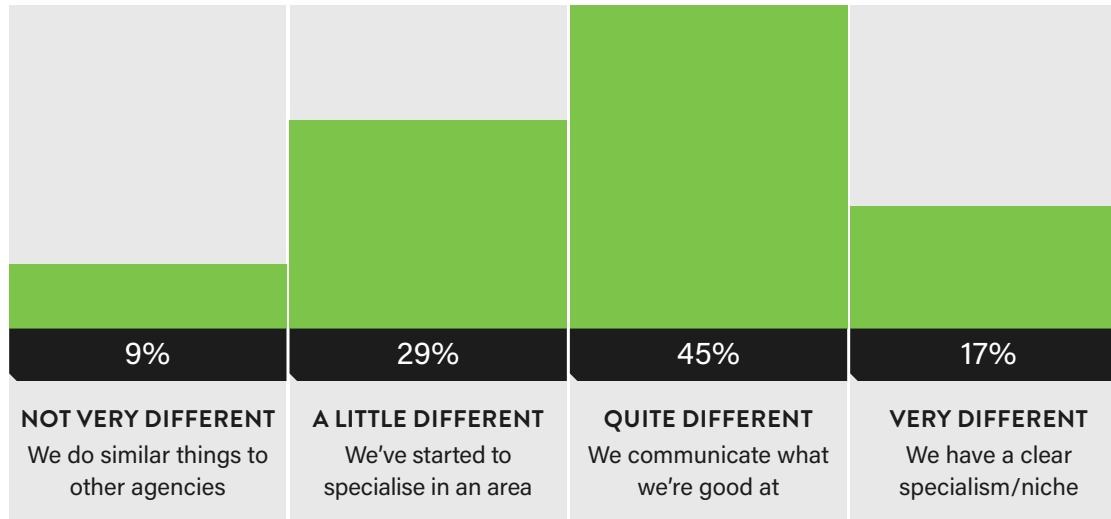
**OFFERING MULTIPLE SERVICES
WITHIN A SECTOR NICHE IS
ANOTHER WAY TO STAND OUT.**

Scroll down to find out how many are doing this in practice.



VALUE PROPOSITION

HOW CLEARLY DIFFERENTIATED IS YOUR AGENCY?



Specialising by the service that you offer is just one way to differentiate your agency from the competition. Another way is to focus on a particular market sector. Whatever you do, it'll be worth it.

YOU'RE TWICE AS LIKELY TO ACHIEVE THESE IF YOU SPECIALISE:



**FAST
GROWTH**

(increase in fee income of 26%+)



**HIGH
PROFITABILITY**

(gross profit of 61%+)

WANT TO GO FROM GENERALIST TO SPECIALIST?

Here's how one agency did it.

WATCH THE VIDEO

POSITION YOUR AGENCY FOR SUCCESS

DOWNLOAD THE GUIDE

Agency Bites is an exclusive series of free online events that bring together groups of agency owners to discuss a particular topic, where they can learn from and support each other.

We know the critical challenges that agencies are facing right now. Join us as we explore these and find a way forward, together.

STAY IN THE LOOP

REGISTER FOR...

GETTING YOUR BUSINESS THRIVING WITHOUT YOU



During this session, we'll explore:

- The five key steps to building a business that thrives without you
- Traits of agencies that will continue to grow without their owners
- Practical steps to help you on your journey
- How to avoid the common pitfalls
- The four different types of leaders and what prevents owners from moving to the next level

BOOK NOW

KEY METRICS FOR 2024

- Blended rates
- Tiered rates
- The big winners when it comes to price increases
- Cash and how to get paid quicker



PRICING

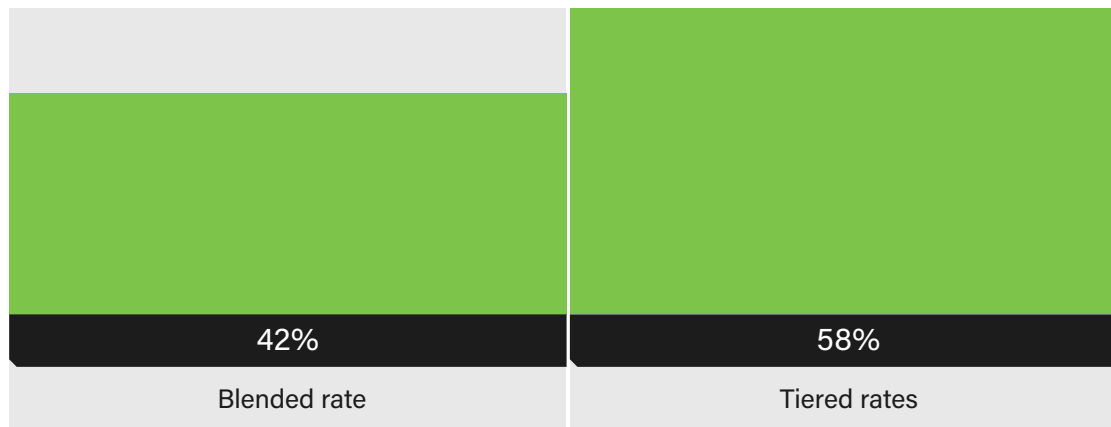
How do £1m+ agency owners price the work they deliver?

Blended rate - a single rate that applies to all team members.

Tiered rates - different hourly rates for each team member.

58% of £1m+ agencies favour tiered rates compared to 31% of agencies under £1m.

BLENDED RATE VS TIERED RATES



Those using tiered rates continue to be more profitable

Historically, those using tiered rates have made between 4% - 8% more gross profit than those using a single blended rate. Although recent difficult trading conditions have reduced this advantage, those using tiered rates remain marginally more profitable.



THE SUBTLETIES OF PRICING

It's no longer a simple case of "those that charge more, make more profit." While that's true for agencies that use tiered rates, it's no longer the case for those that use a blended rate.

In challenging economic times, an alternative approach to pricing is required, one that recognises that different services have different levels of price sensitivity. The key is to focus on the services where you can increase the price without impacting demand.

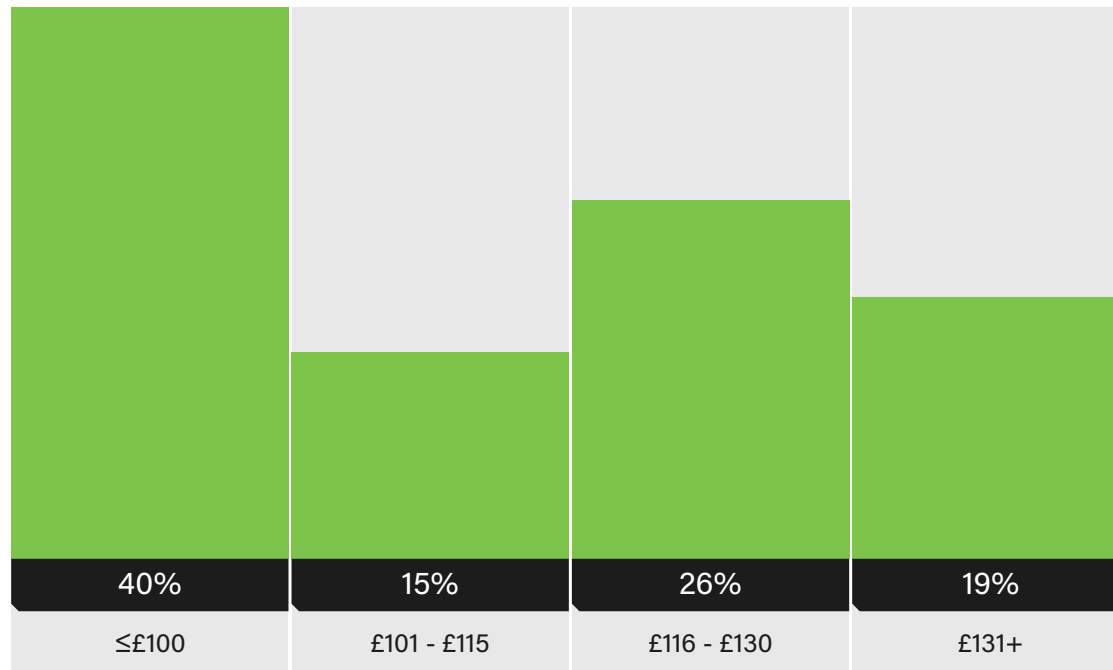
The art of pricing profitably has become much more subtle.

SIX TIPS FOR MORE PROFITABLE PRICING

GET THE INSIGHTS

BLENDED RATES

BLENDED HOURLY RATES



Hourly rates are just one part of the profit equation

There are many components to a profitable agency. The most important one is the gap between what you charge and what it costs to deliver. Raising your rates will help widen this gap, but it's also important to review what it costs to deliver the work (and how you're doing this). There are often inefficiencies within agencies that undermine healthy hourly rates.



SELL VALUE, NOT TIME

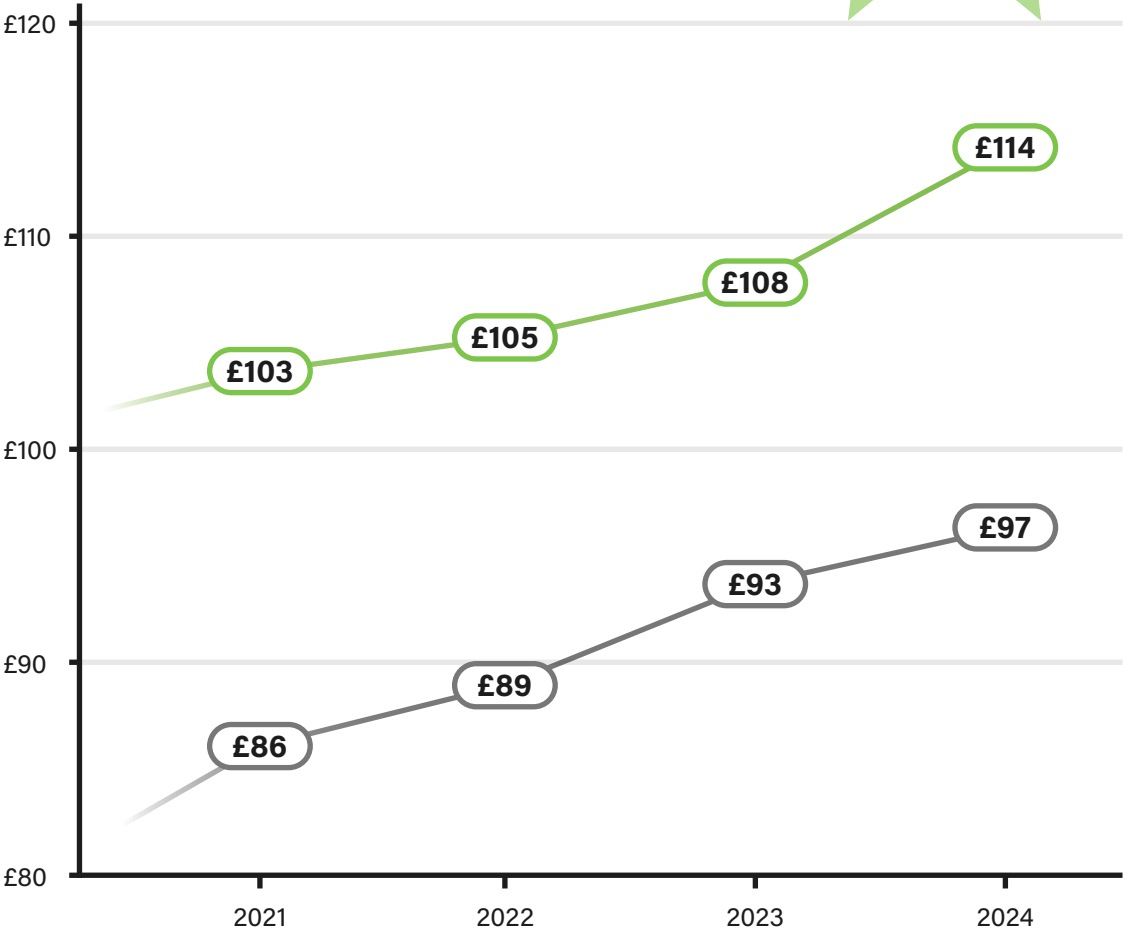
Charging by the hour will only get you so far.
The holy grail is to focus on the value that
you're adding to the client and sell that, rather
than how long it takes you to deliver it.

[WATCH THE VIDEO](#)

AVERAGE BLENDED HOURLY RATES



● Agencies under £1m ● £1m+ agencies



AGENCIES MORE CONFIDENT WITH PRICE INCREASES



After several years of modest price increases, blended hourly rates rose by 5.6% in 2023, double the increase on the year before.



	Agencies under £1m	£1m+ agencies
Average blended rate in 2024	£97	£114
Annual increase in blended rate	4.3%	5.6%

SCROLL DOWN TO FIND OUT HOW TIERED RATES CHANGED IN 2023.



TIERED RATES FOR £1M+ AGENCIES



	Average hourly rate	Annual increase
Junior	£88	10%
Mid-level	£114	12%
Senior	£146	13%
Director	£191	13%

TIERED RATE INCREASES BEAT INFLATION

Agencies that used tiered rates implemented inflation-busting increases of between 10% - 13% in their rates compared to last year.

WHAT THE TOP 10%* CHARGE AS AN HOURLY RATE

JUNIOR

£146

MID-LEVEL

£178

SENIOR

£234

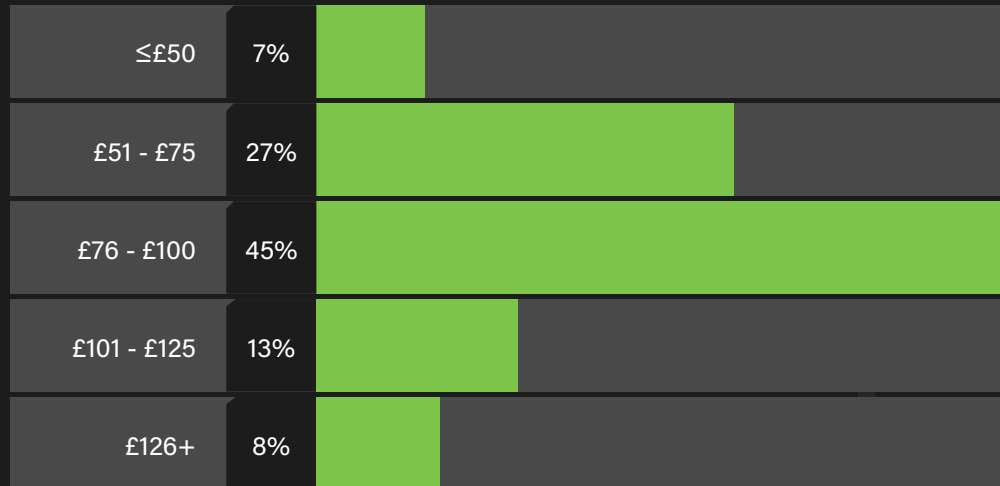
DIRECTOR

£340

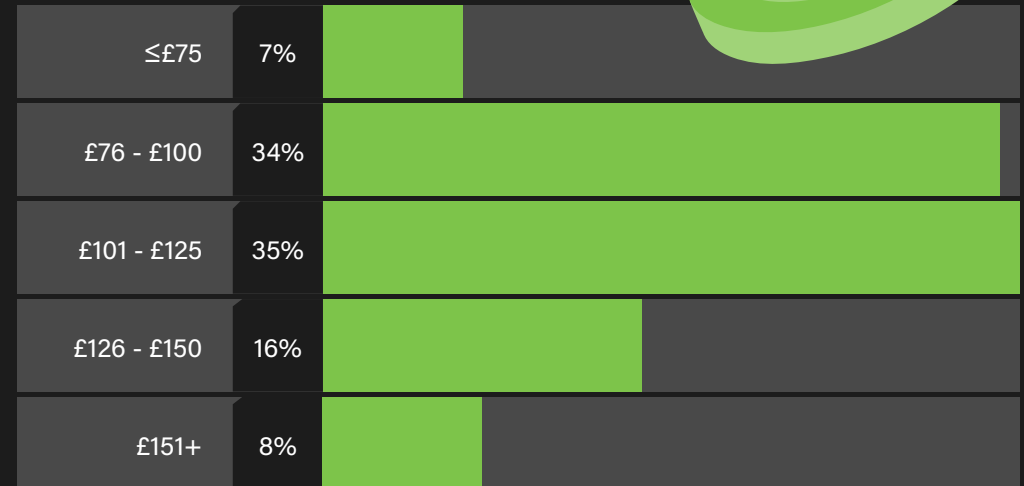
* We listed the rates charged by all respondents and averaged the top 10% of those rates charged

TIERED HOURLY RATES FOR £1M+ AGENCIES

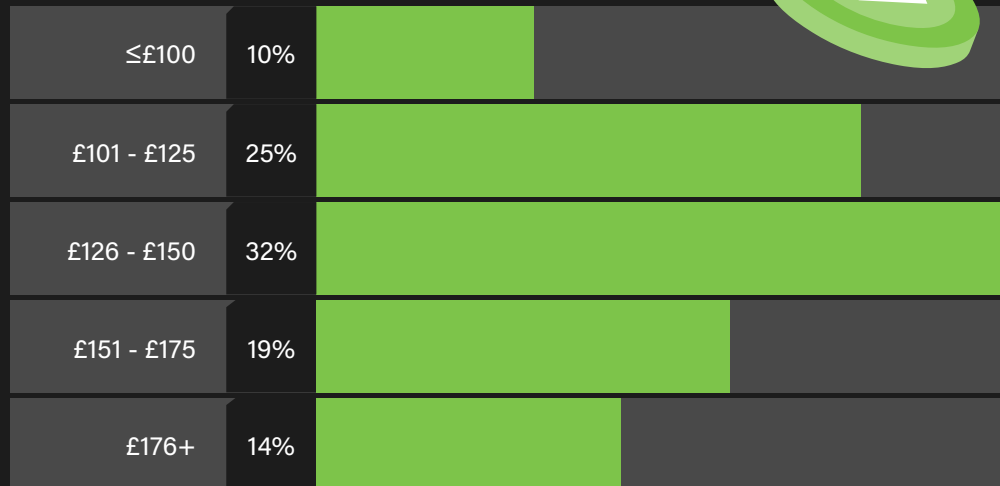
JUNIOR



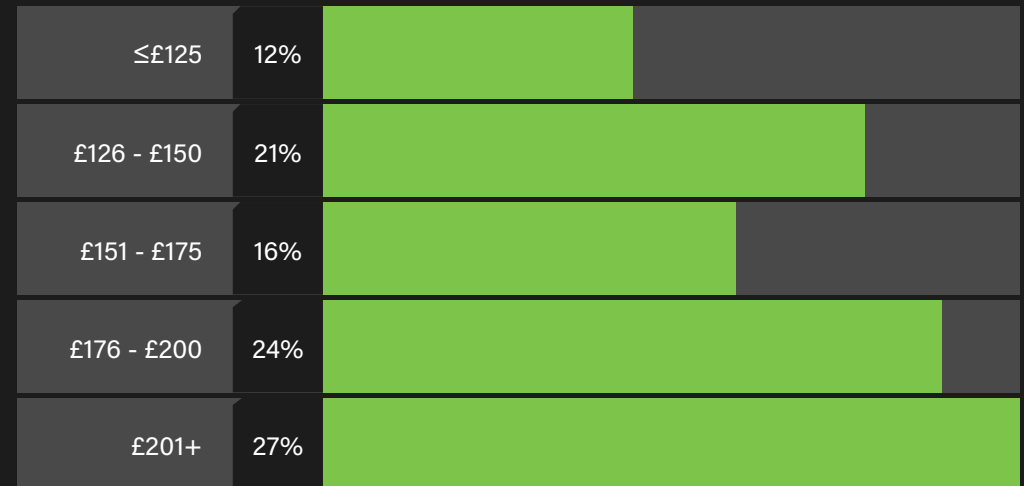
MID-LEVEL



SENIOR

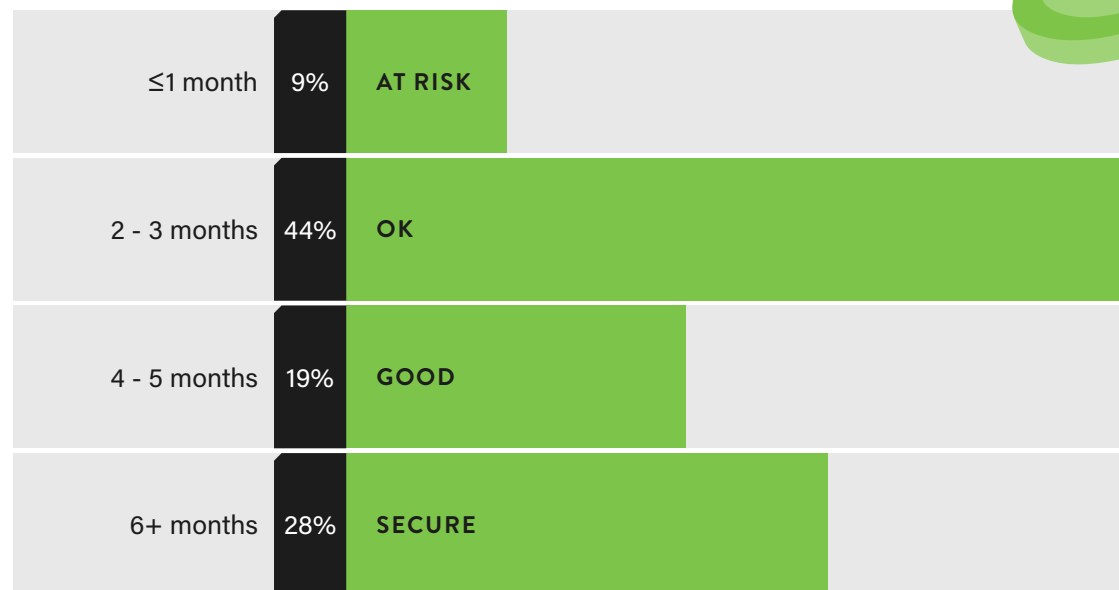


DIRECTOR



CASH

MONTHS OF OVERHEADS* THAT £1M+ AGENCIES HAVE AS CASH IN THE BANK



* Total business costs, including all staff and paying yourself

Cash is tightening

Agencies with cash reserves totalling more than 3 months of overheads dropped by 10% in the last 12 months.

Fewer agencies 'at risk'

Despite the tightening of cash, there are fewer agencies 'at risk' (≤1 month of overheads as cash) than there were 12 months ago.



NEED A CASH INJECTION?

If you think you might need cash within the next six months, our advice is to explore your options as soon as possible.

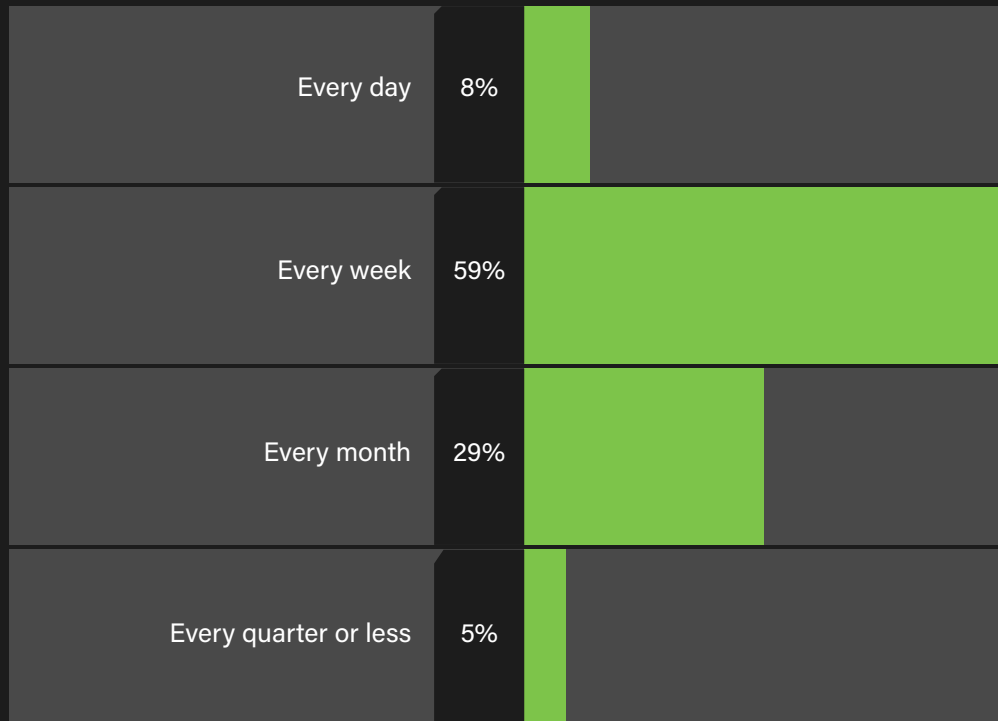
Swoop can help you do this. By completing a short questionnaire, you'll be able to see all the funding options available to your agency in an instant, including indicative rates.

Swoop will even list the grants you might be eligible for and help you apply for them too.

GET STARTED NOW

MANAGING CASH FLOW

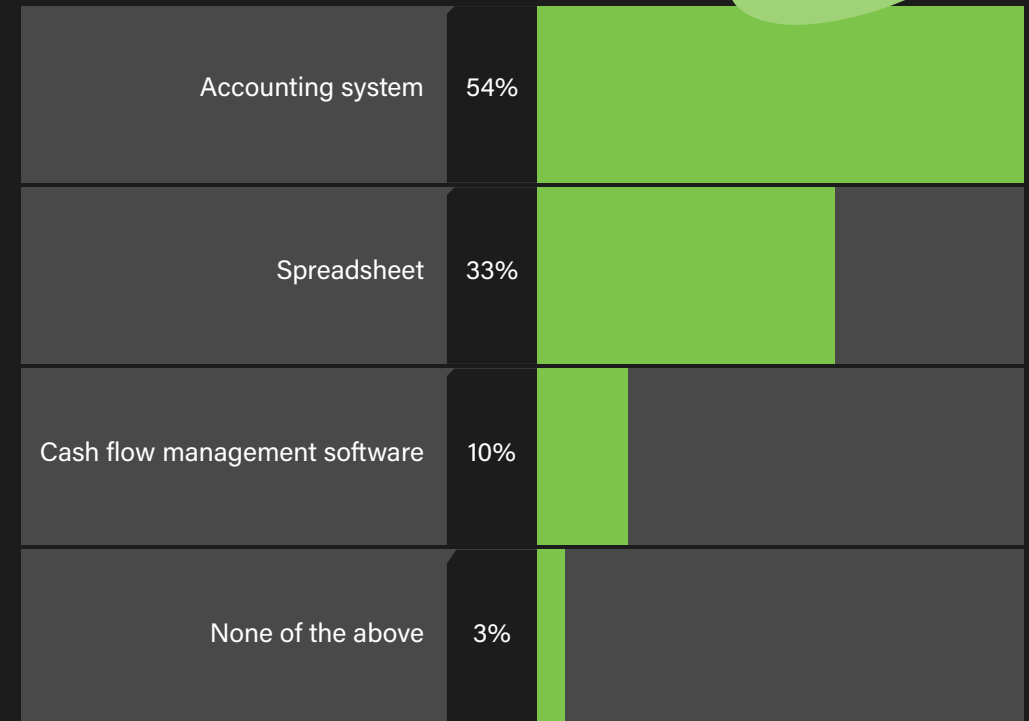
HOW OFTEN DO YOU FORMALLY REVIEW DEBTORS



Review debtors regularly to boost your cash reserves

45% of the agencies with more than 6 months of overheads as cash formally review debtors at least once a month. Only 17% of the cash-distressed agencies do this.

TOOLS USED TO MANAGE CASH FLOW

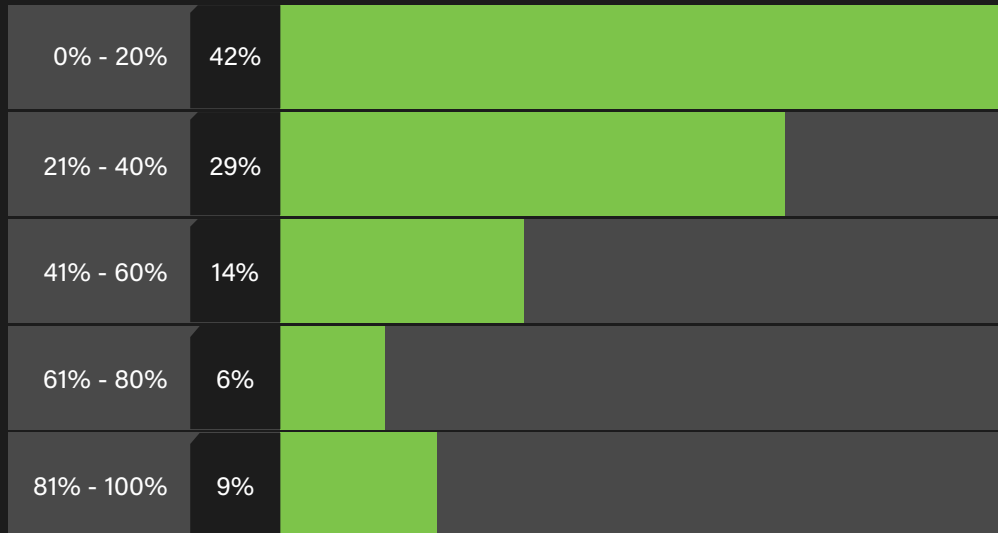


Upgrade your tech

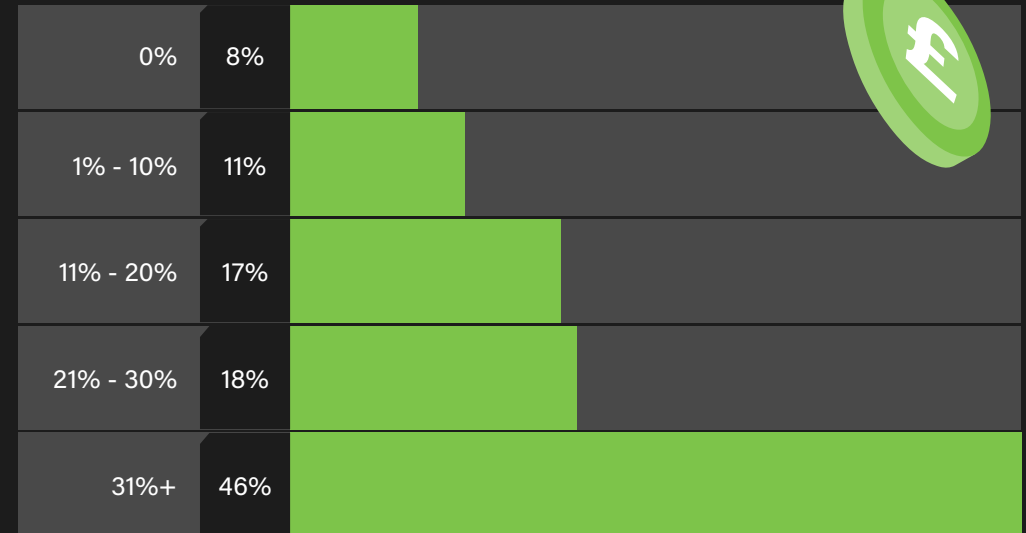
You're more likely to have larger cash reserves if you've moved away from spreadsheets and are using more sophisticated technology to manage your cash flow.

CASH

PERCENTAGE OF FEES INVOICED **UPFRONT**



PERCENTAGE OF FEES INVOICED **AT THE END**



Far too many agencies are backloading payments

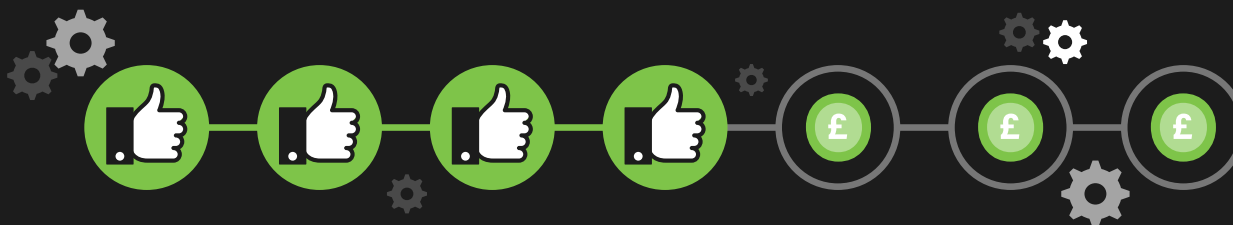
46% of £1m+ agencies are waiting until they've completed all their work before invoicing the final 31%+ of the fee. If the project stalls, this can leave them waiting indefinitely for big chunks of cash.

Better invoicing terms fund growth

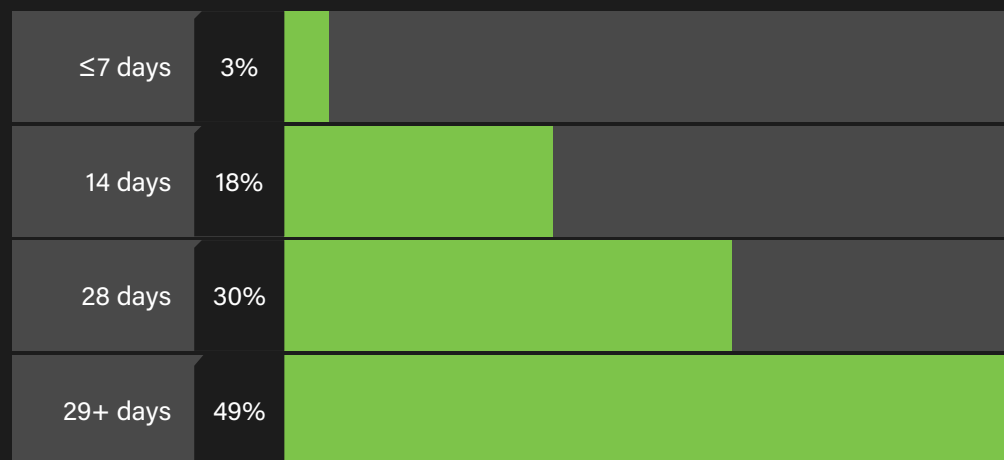
Those agencies who invoiced at least 40% upfront were nearly twice as likely to see fast growth last year (increase in fee income of 26%+).

Getting paid upon completion of the work (rather than at the start) can have a significant negative impact on cash flow. Client delays, projects moving out of scope and extended payment terms can add pressure to your team and your finances.

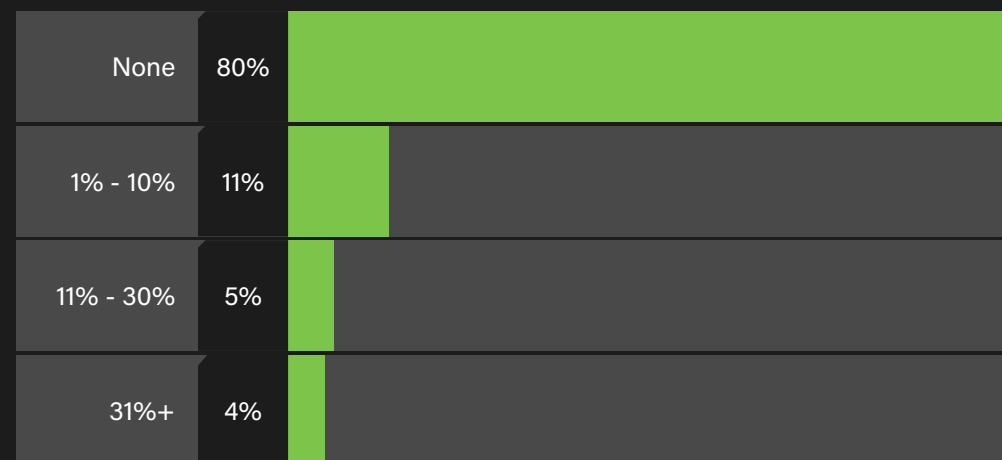
MORE ON PAYMENTS TERMS AHEAD



STANDARD PAYMENT TERMS FOR £1M+ AGENCIES



% CLIENTS ON DIRECT DEBIT



Direct Debit helps get cash in quicker

The 20% of agencies that use Direct Debit had more cash in the bank than those that don't. The tipping point occurs for those that have at least 31% of clients using Direct Debit. None of this group were 'at risk' (only one month of overheads as cash), compared to the 9% average.

Those that use Direct Debit had better payment terms than the rest. They were nearly three times more likely to have payment terms of 14 days or less.

CAN'T GET YOUR CLIENTS ONTO DIRECT DEBIT?

If you work with blue chip clients, it's highly unlikely they'll sign a Direct Debit.

Scroll down for some other tips to help you get paid quicker.



TIPS TO GET PAID QUICKER

Negotiate hard on payment terms

Any client seeking payment terms in excess of 28 days should be reminded that you will need to pay your team whilst you wait for the cash. Are they willing to cover the cost of you funding this?

Invoice more upfront (and regularly throughout the project)

29% of agencies are invoicing over 40% of their fee upfront, whilst 15% are invoicing over 60% upfront. This good work will be undone if you don't invoice regularly throughout the project, leaving as little as possible to the end.

Help your team understand billing milestones

Do you plan your resource based on completing billing milestones? Do your team know which work to prioritise to help trigger invoices? If not, what could you change?

Stick to a formal process for debtor management

Review your debtors weekly, with rules in place for what happens after each week of non-payment. At what point will you stop work?



LOOKING TO IMPROVE CASH FLOW?

Improve cash flow, get funding, and mitigate risk to ensure your business is in the best financial shape possible.

WATCH THE WEBINAR

BENCHPRESS 2024: WHAT'S NEXT?

The first step in the BenchPress programme is taking a holistic financial view of your business, from growth rates and profit, to pricing and cash flow. That's what the report you're reading right now covers.

Next, take a look at the other two reports below and analyse your agency's performance against them. As we've now published all three sets of data, you'll have a comprehensive picture of how the best of the best run their agency - and learn what you could be doing differently.

By going through the BenchPress journey with us you'll take a deep dive into the topics that matter most right now. Through reading these reports and attending our events, you'll get:

- Early access to BenchPress 2025
- The chance to meet and quiz the Wow experts to gain deeper insights
- Invited to future events where you can explore the topics in more depth, plus discuss challenges with other agency leaders
- Follow-on advisory content relevant to each phase of the programme
- More free tailored events that are relevant to current agency challenges



NEW BUSINESS

An analysis of the time and money spent on new business, what works (and what doesn't), the technology used, conversion rates, plus the levers to pull to win more new business.

[DOWNLOAD THE REPORT](#)



BUILDING A VALUABLE AGENCY

The key ingredients of a highly valuable agency (and how you can increase what your agency is worth). Plus, what people look for first when assessing whether to buy an agency.

[DOWNLOAD THE REPORT](#)

WOW THE ACCOUNTANTS YOU NEED RIGHT NOW

Over the last 20 years, we've worked with hundreds of agencies and got to know thousands more through our annual BenchPress report. Every day, our brilliant team helps clients to build better and more beautiful businesses. We're incredibly proud of the service we deliver and the impact we help to create with our clients. Why not let us do the same for you?

Whatever is happening in your life and your business, it's really important that you get the best financial advice. We'll be with you every step of the way, providing world-class support (just when you need it) to ensure your business is in the best possible shape.

We love agencies, and specialise in those with 8-80 staff. Book a call if you'd like to know more.

LET'S TALK



WE'RE NOT LIKE OTHER ACCOUNTANTS.

HERE'S WHY



DOMENICA DI LIETO
CEO OF EMERGING COMMS