

# The Mosaic Pitch Cost Clarity Checklist

*Seven questions every brand should ask their pitch consultant*

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## Introduction

Choosing an agency should never feel like guesswork. Yet many pitch processes hide costs, limit access, or create incentives that don't serve the brand.

The **Mosaic Pitch Cost Clarity Checklist** gives you seven simple questions to ask any intermediary before you begin. Each one is designed to expose hidden risks, protect your budget, and widen your access to the best-fit agencies.

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## 1. Who is paying for the process?

*Direct fees from you, indirect costs from agencies, or both? Are all income sources disclosed in writing?*

**Why this matters:** "Free" is rarely free. If agencies are funding the process, those costs come back via inflated retainers or hidden mark-ups. Without clarity, you might think you've saved on consultant fees but end up paying more over the life of the contract. Worse, you may never see that cost because it's buried inside agency pricing.

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## 2. How are agencies charged, and are terms equal?

*Entry fees, win fees, or roster subscriptions? Are these capped, proportionate, and applied equally to all?*

**Why this matters:** Heavy or inconsistent fees create barriers to entry. The agencies you most want may decline to take part, leaving you with those willing to pay rather than those best equipped to deliver. If terms differ between participants, you no longer have a fair comparison of capability and value, and the process risks being skewed from the start.

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## 3. What happens to agencies that opt out?

*Are you told if credible agencies declined because of the commercial model?*

**Why this matters:** A shortlist can look broad on paper but still be missing critical contenders. If agencies refuse to participate because of the cost terms and you are not told, you are making decisions on incomplete information. The best-fit partner might never even make it to the table.

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#### 4. Will costs appear in agency fees later?

*Are agencies asked to declare whether pitch costs will be recovered in future pricing?*

**Why this matters:** Agencies are commercial businesses. If they spend heavily on a pitch, they will claw it back. That can mean inflated fees, tighter scopes, or hidden charges. A slightly higher consultant fee upfront is cheaper than carrying inflated agency costs for years — but only if you ask the question early.

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#### 5. Is the consultant incentivised by win fees or volume of pitches?

*How is their business model tied to outcomes?*

**Why this matters:** Incentives shape behaviour. A consultant rewarded for running more pitches has every reason to push you back into market quickly, even if fixing your current relationship would be better value. A win-fee model risks favouring certain agencies over others. Unless incentives align with your objectives, you may not get impartial advice.

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#### 6. What market do you really cover?

*How broad is the consultant's database or network? Are independents and challengers included, or just familiar names?*

**Why this matters:** True transparency means seeing the full market, not just a curated slice. If a consultant only recommends from a limited roster, you are not seeing your real options. This reduces competitive tension, stifles innovation, and may shut out the very agencies best suited to your brand.

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#### 7. How do you track success post-pitch?

*Do they measure whether the chosen agency performs over time?*

**Why this matters:** A pitch is a moment in time, not an end in itself. Without post-pitch tracking, you risk picking a partner who dazzles in the room but disappoints in delivery. Consultants who measure long-term outcomes keep themselves accountable, and that protects your investment far more than judging the pitch alone.

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### Closing CTA

At Mosaic, we believe agency selection works best when it is transparent, fit-first, and built for long-term value.

If you are planning a review or simply want to test your current process, get in touch. We will walk you through the checklist in practice and show how a fit-first approach delivers stronger, more sustainable partnerships.

**Mosaic. Built for Better Partnerships.**