

Retainer Hours Tracker

Burn-down for a monthly retainer: included hours, rollover, usage, projected month-end position, overage value and effective rate.

SETUP

Fill this in once at the start of each retainer period.

RETAINER SETUP

Everything on the dashboard is driven by these ten cells.

THE ARRANGEMENT		
Client	Northbeam Coffee Co.	
Retainer name	Marketing support retainer	
Period start	2026-09-01	
Period end	2026-09-30	
MONEY AND HOURS		
Monthly fee	\$2,125.00	
Included hours	25.00	The allowance for this period
Rollover hours brought in	2.00	Unused hours carried from last period
Overage rate	\$95.00	Per hour, for work beyond the allowance
Warning threshold	80.0%	Status turns AT RISK at this usage
NOTES		
Unused hours policy	Roll over up to 5 hours	
Overage policy	Continue only after written approval	
These two lines are a reminder of what the agreement says. Set them to match your signed retainer agreement.		

ACTIVITY

One row per piece of work. Mark each row Included or Extra as you log it.

ACTIVITY LOG

Extra hours are the ones that become billable overage.

Date	Project / task	Description	Hours	Included /	Billable	Notes
2026-09-01	Website — content updates	Six product descriptions and two banners	2.50	Included	\$0.00	
2026-09-03	Monthly analytics review	Report and recommendations	1.50	Included	\$0.00	
2026-09-04	Email template fixes	Rendering issue in Outlook	1.00	Included	\$0.00	
2026-09-07	Landing page for autumn campaign	Design and build	4.00	Included	\$0.00	
2026-09-09	Campaign call	Weekly check-in	0.75	Included	\$0.00	
2026-09-10	Landing page revisions	Second round of feedback	2.25	Included	\$0.00	
2026-09-11	Social assets	Eight sized variants	2.00	Included	\$0.00	
2026-09-14	Site speed investigation	Not in the retainer scope	3.00	Extra	\$285.00	
2026-09-16	Blog post layout	Two posts formatted and published	1.50	Included	\$0.00	
2026-09-17	Campaign call	Weekly check-in	0.50	Included	\$0.00	
2026-09-18	Product photography retouching	Twelve images	1.00	Included	\$0.00	
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DASHBOARD

Where the retainer stands, and where it is heading.

RETAINER DASHBOARD

Northbeam Coffee Co. · Marketing support retainer

THE ALLOWANCE		
Available hours	27.00	Included hours + hours rolled over
Used hours	20.00	Every hour on the activity log
Remaining hours	7.00	Negative once the allowance is exceeded
Usage %	74.1%	Used ÷ available
OVERAGE		
Overage hours	0.00	Hours beyond the allowance, however they were marked
Overage value	\$0.00	Overage hours × the overage rate
Marked as Extra on the log	3.00	Out-of-scope work, whether or not the allowance was exhausted
Billable overage on the log	\$285.00	Extra-marked hours × the overage rate
THE MONTH SO FAR		
Days in period	30	Inclusive of both dates
Days elapsed	18	Type the day of the period you are on, or replace with =TODAY()-SETUP.B7+1
Period elapsed %	60.0%	How far through the month you are
Projected month-end usage	33.33	Used ÷ days elapsed × days in period
Projected overage	6.33	How far past the allowance this pace lands
STATUS		
Status	WATCH	OVER: allowance already exceeded · AT RISK: past the warning threshold · WATCH: this pace exceeds the allowance · ON TRACK: it does not
VALUE		
Monthly fee	\$2,125.00	

Effective hourly rate

Total invoiceable this period

\$106.25	Monthly fee ÷ hours actually used. Rises in a quiet month, falls in a busy one.
\$2,410.00	Retainer plus billable overage