

# Top 10 ways to ensure financial compliance from your agency

- 1. When briefing a project to the agency,** agree on the set-up of the job-costing module that collects the information for billing, to allow analysis between jobs, not just within them.
- 2. Set up reporting structures** to receive the information in a format that allows analysis of data at your end.
- 3. Ensure that all estimates and/or budgets are set up** using the agreed model, without exception, to provide a consistent data base for analysis.
- 4. Ensure that the estimate and/or budget are included** in all reporting and within the job costing system to allow variance analysis.
- 5. Whenever variance to the budget or estimate occurs,** ensure the agency provides detailed reasons or justification.
- 6. Ask the agency to provide regular details on each job,** including the stage of the job as a percentage of completion and the expected final cost of each job, including any variation from the original. This enables you to foresee final costs and review your annual spend.
- 7. The marketing department should manage and monitor** each job down to cost type to ensure transparency of information and accountability of the agency.
- 8. Have monthly meetings** with the agency to discuss any over-runs and credits to estimates.
- 9. Make sure a meeting is held with your Financial Controller** to discuss expected future marketing spends and timing of spends. Source approval for on-going marketing activity.
- 10. Contact TrinityP3.** We provide assessment, auditing, benchmarking and analysis of job costing to ensure that the agency is billing to the agreed agency remuneration.

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