

FREE RESOURCE

The Agency's Guide to White-Label Delivery

How to take on more client work and offer new services without adding payroll, while keeping your margin and your client relationships.

The problem: client demand you can't staff

Clients ask for more than your team can build: an app, a Shopify store, an AI feature, ongoing SEO. Hiring for every skill is slow and adds payroll you carry through quiet months. Freelancers help, but quality varies and availability is hard to predict. A white-label partner gives you senior delivery capacity you can scale up or down with your pipeline.

White-label delivery vs the alternatives

Hiring: the most control, but a high fixed cost and slow to set up. Worth it when demand for a skill is steady and predictable.

Freelancers: flexible and often good, but you manage each one, and cover is thin if someone becomes unavailable mid-project.

White-label partner: a team rather than an individual, working under your brand, with its own process for reviews and handover.

How to protect your margins

Ask for clear partner pricing in writing, so you can quote clients with confidence. Set a markup that covers your account management, quality review and risk, and agree it before you quote.

Bundle recurring work (maintenance, SEO, retainers) for steadier monthly revenue. Agree up front who carries the cost of overruns, so a missed estimate does not come out of your profit.

Keeping it confidential

Sign an NDA and a white-label agreement before any client details are shared.

Put in writing that the partner will never contact, solicit or market to your clients.

Decide the model: fully behind the scenes, or the partner joins calls as part of your team.

Work in your tools and your tone, so the client experience stays consistent.

A low-risk way to start

Begin with one small, well-defined project.

Set a clear scope, a deadline and a single point of contact on each side.

Review how it went before taking on more projects or a standing arrangement.

Ask whether the partner offers a one-week trial on real work, so you can judge quality before committing.

ABOUT MAXENIUS

A senior engineering, design and marketing team. We take AI-built apps to production, build AI agents, and deliver white-label work for agencies. If you would like a second opinion on anything in this document, email contact@maxenius.com or visit maxenius.com.