

ENGAGEMENT OVERVIEW

Ongoing Advisory Retainer

Implementing a fleet optimization program is the first step. Sustaining it is where most operations lose ground. The retainer keeps the gains locked in — a senior fleet resource in your corner without the cost of a full-time hire.

FULL-TIME HIRE VS. ADVISORY RETAINER

\$80K–\$120K/yr	Fraction of the cost
6–8 week hiring	Start in 5 business days
One person's experience	15 years fleet operations
HR & retention risk	No overhead, no severance
Consumed by daily ops	Focused on strategy & cost

MONTHLY ENGAGEMENT RHYTHM

MONTHLY Performance Review PM compliance, unplanned repair %, cost per unit, vendor scores reviewed before issues become expensive.	MONTHLY Vendor Accountability Invoices reviewed against rate cards and SLAs. Deviations flagged and escalated when needed.	ON-CALL Decision Support Senior fleet expertise for vendor disputes, equipment purchases, coverage changes, and contract bids.	QUARTERLY Strategic Review 90-minute review of fleet performance trends, budget vs. actuals, and upcoming operational changes.
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ENGAGEMENT TIERS

TIER 1 Advisory 4–6 hours / month - Monthly strategy call (60 min) - Async advisory support - Vendor quote / proposal review - Quarterly engagement review <i>Best for post-project maintenance and sounding board support</i>	TIER 2 — MOST COMMON Active 8–12 hours / month - Bi-weekly calls (60 min each) - Monthly vendor accountability review - Light deliverables & written memos - Vendor negotiation advisory <i>Best for active improvement mode and vendor oversight</i>	TIER 3 Embedded 15–20 hours / month - Weekly check-ins or calls - Active reports and analyses - Full implementation oversight - Priority response SLA <i>Best for multiple active initiatives with weekly involvement</i>
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"The retainer exists because the work doesn't stop when the project ends. Vendor pricing drifts. PM compliance erodes. New problems emerge. Having a senior fleet resource on call is how you stay ahead of it."

— Apex Fleet Consulting