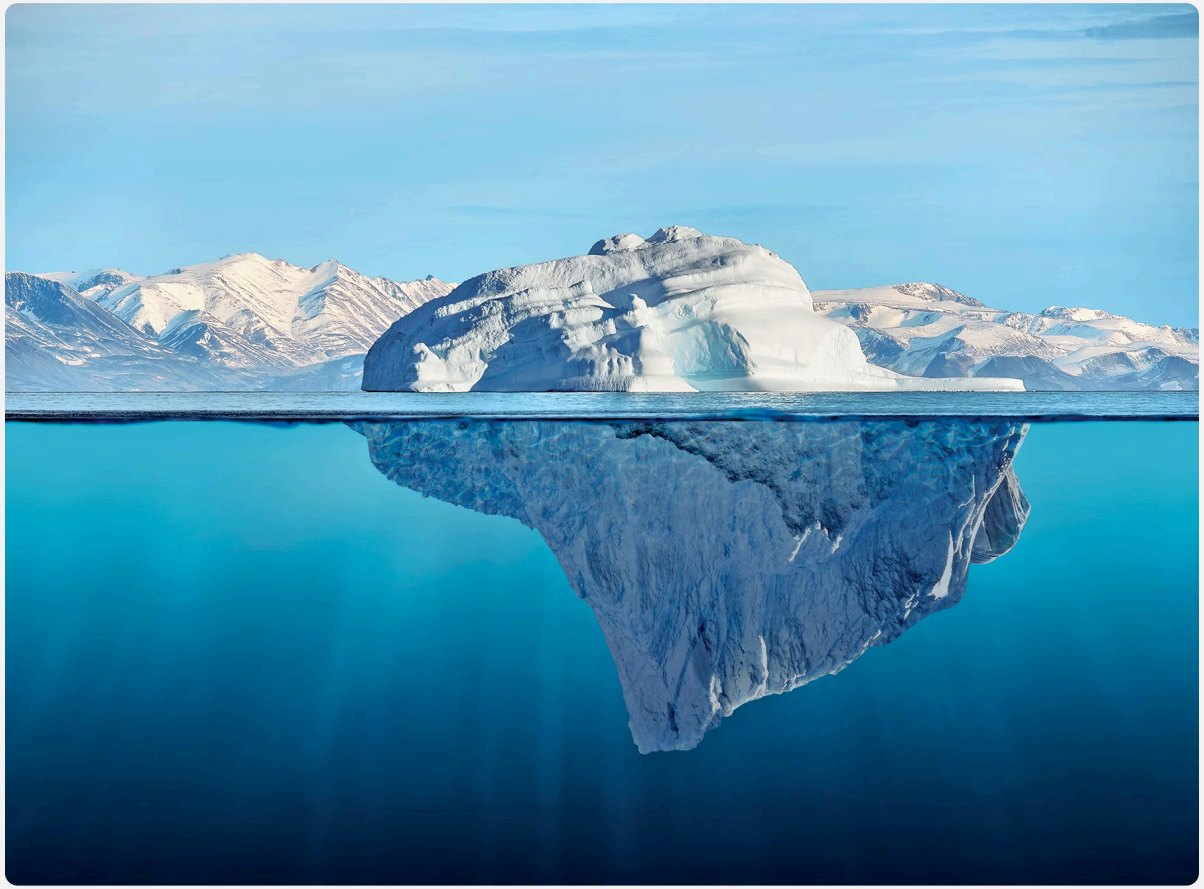
KrishaWeb
Create • Communicate • Connect

Monthly Development Cost Calculator

Understand the **true monthly cost** of your current development setup — beyond the invoice. Surface hidden costs: your management time, project overhead, and revenue lost to capacity limits.



The Core Insight



> Most agency owners massively undercount dev management overhead because they only look at what they pay the developer.

This calculator makes the **invisible costs visible**:

- Your own time cost at your billable rate
- Overhead per project type
- Monthly revenue lost to capacity constraints

How It Works



Input **Calculation** **Output** **Result**

Every slider updates all four cost line items in real time, giving you an instant picture of your true monthly exposure.

The Five Input Sliders

Adjust each slider to match your agency's actual numbers. All five update results in real time.

New Website Projects / Month

Brand-new CMS builds (WordPress, Webflow, Shopify). Range: 0–20 · Default: **3**

Ongoing Maintenance Clients

Active retainer clients with recurring dev requests.

Range: 0–40 · Default: **5**

Avg Value per New Project

Average fee for a new website build.

Range: $500–$25,000 ·

Default: **$3,500**

Hours/Week Managing Dev

Briefing, reviews, chasing, QA. Range: 1–40 hrs · Default: **12 hrs**

Your Billable Hourly Rate

Your client rate, or: monthly revenue ÷ hours worked. Range: $25–$450 · Default: **$150/hr**

Pro tip: Effective rate = monthly revenue ÷ hours worked. E.g. $18,000 ÷ 120 hrs = $150/hr. Every hour managing dev costs that much.

The Four Cost Line Items

Each line item is calculated independently. All four sum to your **Total Monthly Cost**.

Line 1: Dev Management Time

mgmtHrs × 0.70 × 4.3 × rate

Default: 12 × 0.70 × 4.3 × $150 = **$5,418/mo**

Line 2: New Project Overhead

newProj × 4 hrs × rate

4 hrs/project: scope + design review + QA + handover.
Default: **$1,800/mo**

Line 3: Maintenance Overhead

maintCl × 1.5 hrs × rate

1.5 hrs/client: triage + briefing + review. Default: **$1,125/mo**

Line 4: Lost Revenue

projVal × multiplier

1.0× if ≥2 projects; 0.5× if <2. Default: **$3,500/mo**

SCENARIO A

Small Agency, Light Load

$4,258

Total Monthly Cost

2.8x

ROI Multiple

vs. $1,518 Pro plan

Inputs: 1 new site/mo · 3 maintenance clients · $2,000 project value · 8 hrs/wk · $100/hr

Line 1: Mgmt Time	$2,408
Line 2: New Projects	$400
Line 3: Maintenance	$450
Line 4: Lost Revenue	$1,000

SCENARIO B

Growing Agency — Default Values

$11,843

Total Monthly Cost

7.8x

ROI Multiple

vs. $1,518 Pro plan

Inputs: 3 new sites/mo · 5 maintenance clients · $3,500 project value · 12 hrs/wk · $150/hr

Line 1: Mgmt Time	$5,418
Line 2: New Projects	$1,800
Line 3: Maintenance	$1,125
Line 4: Lost Revenue	$3,500

SCENARIO C

High-Volume Agency, Heavy Load

$28,940

Total Monthly Cost

19x

ROI Multiple

vs. $1,518 Pro plan

Inputs: 8 new builds/mo · 15 maintenance clients · $6,000 project value · 20 hrs/wk · $200/hr

Line 1: Mgmt Time	$12,040
Line 2: New Projects	$6,400
Line 3: Maintenance	$4,500
Line 4: Lost Revenue	$6,000

Edge Cases & Boundary Conditions

How the calculator behaves at extremes — use these to verify any implementation.

Scenario	Inputs	Result
All Sliders Minimum	newProj=0, maintCl=0, $500, 1hr, $25/hr	$401/mo · 0.3x. Always shows a real non-zero cost.
All Sliders Maximum	newProj=20, maintCl=40, $25,000, 40hr, $500/hr	$155,200/mo · 102.2x. No cap applied.
newProj = 0 or 1	newProj < 2	lostRevMultiplier = 0.5. Partial pipeline loss still counted.
newProj = 2 (threshold)	newProj ≥ 2	lostRevMultiplier switches to 1.0. Hard threshold, no gradual transition.

Rounding: All dollar amounts use Math.round() before display. ROI multiple always shows one decimal place (e.g. 7.8x).



How You Save with KrishaWeb

The calculator's final row compares your total hidden monthly cost against the **KrishaWeb Pro plan at $1,518/month**.

What You Pay Now (Hidden)

mgmtCost + newProjCost + maintCost + lostRev

KrishaWeb Pro Plan

Fixed monthly rate: **$1,518/mo**

Your Monthly Saving

Total hidden cost **minus $1,518**. For the average growing agency: **over $10,000/mo saved.**

Ready to eliminate these hidden costs? Contact krishaweb.com to explore white-label dev plans and start reclaiming your time and revenue.