

Hunter Admin Launches OBM Retainer Services to Help SME Founders Scale Without Losing Their Edge

West Sussex-based Online Business Management Hunter Admin officially launches its OBM retainer programme, offering ambitious SME founders structured operational support rooted in human judgement, strategic clarity, and smart systems.

Hunter Admin, the Online Business Management and VA services business founded by **Gemma Hunter** and based in Littlehampton, West Sussex, today announces the official launch of its **OBM retainer services** - a suite of structured, strategic support packages designed for SME founders and small teams ready to scale with intention.

The launch marks a significant evolution for the business, which rebranded from Hunter & Co. earlier this year to reflect its expanded positioning as a full-service OBM consultancy. Where traditional VA support focuses on task execution, Hunter Admin's OBM model places strategic operational management at the centre - protecting not just a founder's time, but their vision.

A New Standard for Small Business Support

The Hunter Admin OBM retainer programme launches with three tiers - Foundation (£850/month), Growth (£1,200/month), and Premium (£1,600/month) each designed to meet founders at different stages of operational complexity. All new clients are invited to begin with a Business Clarity Audit (£450), a focused diagnostic session that maps current systems, identifies the most urgent operational gaps, and builds a prioritised action plan before retainer work begins.

The positioning is deliberately human-first, AI-enhanced - using smart automation to handle the repeatable while preserving the relationship, judgement, and personal touch that differentiates small businesses from their larger competitors.

“So many founders reach a point where the business is growing, but they’re the bottleneck. They’re brilliant at what they do, but exhausted by everything else. Our OBM service exists for exactly that moment. We protect their time, their vision, and the business they’ve worked so hard to build.”

- **Gemma Hunter, Founder, Hunter Admin**

Human-First, AI-Enhanced Operations

Hunter Admin's model reflects a growing shift in how the most effective small businesses operate in 2026. Rather than choosing between authentic relationships and scalable systems, the firm helps clients build both, using smart tools and automation where appropriate, while ensuring the human relationship remains at the core of every client interaction.

This approach is underpinned by four operational pillars: Judgement ("I don't just execute — I think"), Protection ("Nothing important slips through"), Investment ("Your success is my benchmark"), and Human Depth ("The relationship is the service").

About Hunter Admin

Hunter Admin is an Online Business Management and VA services business based in Littlehampton, West Sussex, serving SME founders and small teams across the UK. Founded by Gemma Hunter — Award nominated VA and Worthing Chamber of Commerce member - the business combines strategic operational expertise with genuine care for the founders it serves.

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