

Intuit's Average Billing Rates Survey 2011



By Michelle L. Long, CPA from www.longforsuccess.com/blog -- named "One of 10 Accounting Blogs to Watch" by *Accounting Today*.

Setting billing rates and fees can be challenging and can vary depending upon your education and credentials -- are you a Certified ProAdvisor, CPA, accountant, bookkeeper or QuickBooks consultant? How many years of experience do you have and do you specialize in a certain area? Where are you located geographically? Should you charge hourly or fixed fees? Intuit recently conducted a new Average Billing Rates Survey and this post are the initial results.

In Bookkeeping Survey, Hourly Rates and Fixed Fees Higher in 2011

The results are in. Average rates and fees for standard bookkeeping tasks are higher this year than our last survey, published in 2009. (See disclaimer below.)

Remember, the results below represent just the tip of the iceberg. We will have more analysis and exciting results for you soon in the *Intuit® Accountants Newsletter*. But here is your first look at the final results.



Rates & Fees

Hourly Rates in 2011

We're showing the average rate as well as the mode (the most frequently used amount).

The majority of practitioners charge hourly rates. (Some also have services offered for set fees; see below).

Response	General Book-keeping	Software Install/Setup	Generating Reports	Trouble-shooting	On-site Maintenance	Telephone Consulting	Training	General Business Consulting
<i>Average</i>	\$68	\$90	\$81	\$92	\$86	\$93	\$87	\$118
<i>Mode</i>	\$50	\$75	\$50	\$75	\$75	\$100	\$75	\$150

Fixed Fees in 2011 Survey

A sizable group of practitioners charge for services by fixed fees. Most of these respondents (but not all) also offer services on an hourly basis.

Response	Installation and Setup (New User)	Generate Financial Statements or Other Reports	Quarterly Tune-Up	Personal Training (1-2 hrs.)	Personal Training (3-4 hrs.)	Personal Training (full day)
<i>Average</i>	\$391	\$327	\$309	\$175	\$333	\$610
<i>Mode</i>	\$250	\$500	\$250	\$150	\$300	\$500

Compared to 2009 Survey

Preliminary results from the survey, briefly announced earlier this year, were trending lower than in 2009. But with full results now in hand, we see that the average rates and fees show an increase over our last survey.

Let's look at a few specific services compared to 2009.

Bookkeeping Rate

Some practitioners look to bookkeeping rates as the single best barometer, so we'll start here. Rates increased \$4 on average, although the \$50 rate is still the one charged most frequently.

	Bookkeeping	
Response	2011	2009
<i>Average</i>	\$68	\$64
<i>Mode</i>	\$50	\$50

General Business Consulting Rate

Rates increased more dramatically among respondents who offered this service.

	General Business Consulting	
Response	2011	2009
<i>Average</i>	\$118	\$95
<i>Mode</i>	\$150	\$75

Installation and Setup Fee (New User)

While the average fee increased significantly, distribution of the results created a situation where the mode, the most frequently amount charged, dips from \$500 to \$250. Regardless, we believe the average amount is the best figure for tracking trends.

	Installation and Setup	
Response	2011	2009
<i>Average</i>	\$391	\$327
<i>Mode</i>	\$250	\$500

Quarterly Tune-Up

	Quarterly Tune-Up	
Response	2011	2009
<i>Average</i>	\$309	\$231
<i>Mode</i>	\$250	\$250

Stay Tuned – More Data to Come

These rates are national averages, and include a wide range of practitioners. Soon we will publish breakdowns as to rates charged by population density (practitioners in rural and high density areas tend to charge less) and title (CPAs and Certified QuickBooks ProAdvisors tend to charge more).

Disclaimer

By conducting this survey as an informal, web-based straw poll, we are able to develop a large sample. We believe the results to be meaningful, if unscientific.

To the best of our knowledge, this is the largest ongoing survey conducted among QuickBooks practitioners and others on the rates they charge. We encourage you to use the survey results as one of many data points when you look at how you structure your rates and fees. We also encourage you to apply future results which will provide more detail in terms of more of the factors affecting rates and fees. Please stay tuned for those results, which we will publish soon.

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