

Hourly Rates Overview Table – All Respondents

Response	General Bookkeeping	Generating Reports	Software Install/ Setup	Trouble-shooting	Training	On-site Maintenance	Telephone Consulting	General Business Consulting
Count	443	423	409	426	405	353	424	422
Average	\$64	\$74	\$83	\$79	\$80	\$79	\$79	\$95
Mode (Most Frequent)	\$50	\$75	\$75	\$75	\$75	\$75	\$75	\$75

Fixed Fees Overview Table – All Respondents

Response	Installation and Setup (New User)	Generate Statements	Quarterly Tune-Up	Personal Training (1-2 Hrs.)	Personal Training (3-4 Hrs.)	Personal Training (Full Day)
Count	138	127	128	115	109	100
Average	\$327	\$251	\$231	\$159	\$303	\$572
Mode	\$500	\$250	\$250	\$150	\$300	\$500

Hourly Rates Overview Table – All QuickBooks ProAdvisors

Response	General Bookkeeping	Generating Reports	Software Install/ Setup	Trouble-shooting	Training	On-site Maintenance	Telephone Consulting	General Business Consulting
Count	386	368	357	372	354	307	370	369
Average	\$63	\$82	\$72	\$78	\$79	\$78	\$80	\$86
Mode (Most Frequent)	\$50	\$75	\$50	\$75	\$75	\$50	\$75	\$50

Fixed Fees Overview Table – All QuickBooks ProAdvisors

Response	Installation and Setup (New User)	Generate Statements	Quarterly Tune-Up	Personal Training (1-2 Hrs.)	Personal Training (3-4 Hrs.)	Personal Training (Full Day)
Count	104	93	99	93	88	79
Average	\$310	\$246	\$225	\$160	\$305	\$565
Mode	\$500	\$250	\$250	\$150	\$300	\$500

Hourly Rates Overview Table – Certified QuickBooks ProAdvisors

Response	General Bookkeeping	Generating Reports	Software Install/ Setup	Trouble-shooting	Training	On-site Maintenance	Telephone Consulting	General Business Consulting
Count	237	235	222	233	223	190	232	227
Average	\$64	\$84	\$75	\$81	\$82	\$81	\$82	\$87
Mode (Most Frequent)	\$50	\$75	\$75	\$75	\$75	\$75	\$75	\$75

Fixed Fees Overview Table – All QuickBooks ProAdvisors

Response	Installation and Setup (New User)	Generate Statements	Quarterly Tune-Up	Personal Training (1-2 Hrs.)	Personal Training (3-4 Hrs.)	Personal Training (Full Day)
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Count	82	68	77	73	68	59
Average	\$331	\$265	\$235	\$166	\$318	\$573
Mode	\$500	\$150	\$250	\$150	\$300	\$500

Hourly Rates Overview Table – QuickBooks ProAdvisors (Uncertified)

Response	General Bookkeeping	Generating Reports	Software Install/Setup	Troubleshooting	Training	On-site Maintenance	Telephone Consulting	General Business Consulting
Count	62	59	57	59	57	48	59	58
Average	\$56	\$80	\$64	\$69	\$72	\$68	\$72	80
Mode (Most Frequent)	\$50	\$75	\$50	\$50	\$75	\$50	\$75	\$50

We did not receive enough responses on fixed fees from uncertified QuickBooks ProAdvisors to list results for this subgroup.

Note

1. Intuit conducted this informal survey May through July 2009. The results are shared for reference only, as one data input among many for practitioners reviewing their current rate structure. Readers are cautioned that although we believe the results to be generally accurate and useful, the survey is informal and unscientific, as it's open to all practitioners via Internet access and there is no screening or verification of results. Intuit began conducting such surveys in response to frequent requests from QuickBooks bookkeepers and accountants. The previous survey to the 2009 survey was conducted in 2007; there are no figures for 2008.

Bill Teague is Managing Editor of the Intuit ProConnection newsletter and Web site. For many years he was an Editor and Associate Publisher at Harcourt Professional Publishing, which published CPA Digest, Tax Accountants Weekly, and other publications for accountants.

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