



2024 Practice Pricing and Billing Study

Benchmark and compare your firm's engagements, pricing and billing to hundreds of Australian accounting firms.



Powered by **agile.**
market intelligence

Foreword by Intuit QuickBooks

In our dynamic and ever-evolving marketplace, staying ahead of industry trends and benchmarking against peers are crucial for maintaining a competitive edge.

This report provides an extensive analysis of the current practices in pricing and billing among Australian accounting firms. By leveraging data from hundreds of firms, we offer a comprehensive benchmark that allows practices to compare their engagements, pricing strategies, and billing methods against industry standards.

The findings presented in this report highlight critical aspects such as engagement structures, the impact of scope creep, and the prevalent pricing methods. These insights are designed to help firms navigate the complexities of client management and optimise their financial performance.

At Intuit QuickBooks, we understand the challenges that accounting professionals face, from managing client expectations to ensuring timely payments. This report not only sheds light on these challenges but also provides actionable recommendations to enhance service delivery and profitability.

We are proud to support the accounting community with valuable resources like the *2024 Practice Pricing and Billing Study*. Our goal is to foster a deeper understanding of industry benchmarks and best practices, enabling firms of all sizes to thrive in a competitive landscape.

We hope this report serves as a valuable tool for your practice, providing the insights needed to make informed decisions and drive your business forward.

As you explore the findings and recommendations in this report, we encourage you to consider how they can be applied to your own practice. The Intuit QuickBooks *2024 Practice Pricing and Billing Study* is more than just a benchmark; it is a roadmap for achieving excellence in your pricing and billing practices.

We hope that this report will inspire you to innovate, adapt, and thrive.

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Introduction

The primary goal of the Intuit QuickBooks *2024 Practice Pricing and Billing Study* is to provide a comprehensive benchmark for accounting firms in Australia. This report aims to enable firms to compare their engagements, pricing, and billing practices against industry standards, offering insights to improve their financial and operational strategies.

In the evolving landscape of accounting, firms face increasing pressure to optimise their pricing and billing practices. This report, based on extensive data collected from hundreds of Australian accounting firms, offers a detailed look at current trends and practices. By understanding these patterns, firms can better navigate the complexities of client engagements and enhance their service offerings.

The report encompasses a broad range of data from various accounting firms across Australia. It covers multiple aspects of practice pricing and billing, including engagement structures, service offerings, touchpoints, and the challenges of scope creep. This extensive dataset ensures a thorough analysis that addresses the needs of firms of all sizes and specialities.

The report is structured into several key sections for clarity and ease of use. It begins with an overview of key findings, followed by detailed chapters on engagements, pricing, and billing practices. By the end of this report, readers will have gained valuable insights and practical recommendations that can be applied to enhance their own business practices.

The *2024 Practice Pricing and Billing Study* has been compiled with insights collected from a quantitative study of accounting professionals conducted from May to June 2024 by Agile Market Intelligence. The survey received a usable sample of 443 responses.

We hope you find this data insightful and find an opportunity to compare and contrast your practice pricing and billing strategies with those explored here.

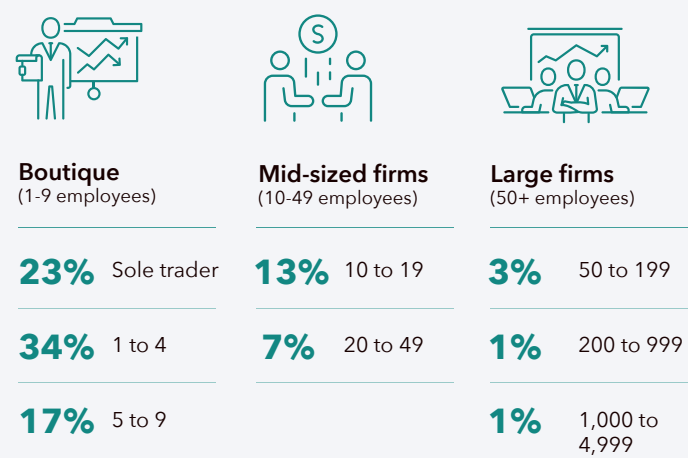
About the research

The *Practice Pricing and Billing Study* has been compiled with insights collected from a quantitative study of accounting professionals conducted throughout May to June 2024 by Agile Market Intelligence. The survey received a usable sample of 443 responses.

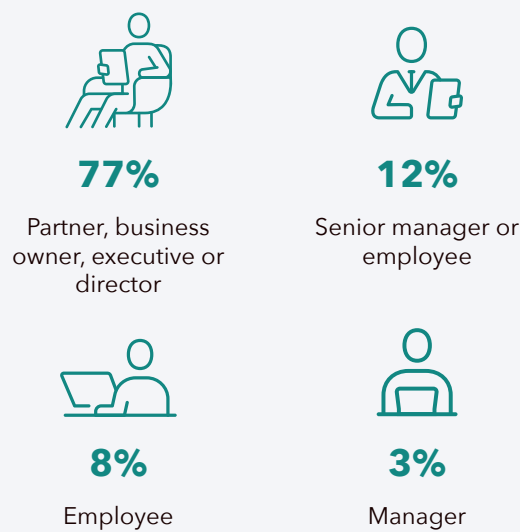
Which of the following best describes your firm?



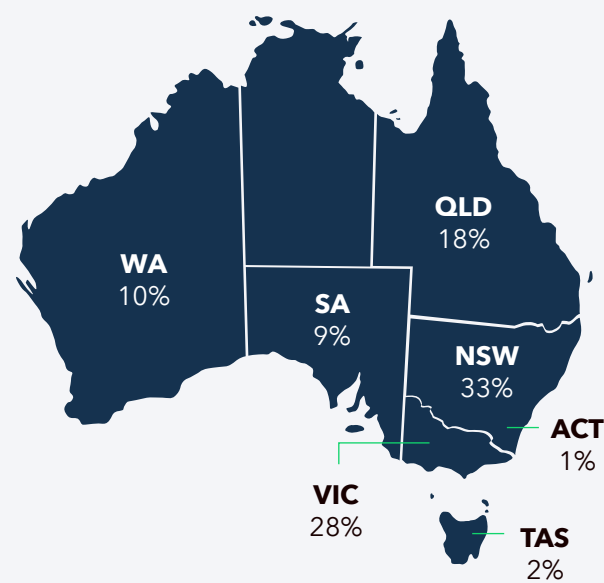
How many full-time equivalent employees does your practice employ?



Which of the following best describes your position?



What is your postcode?



Due to rounding errors, some figures may not exactly equal 100%. All figures have been rounded to their nearest decimal for the purpose of this report.

Key findings



Annual engagements with clear deliverables continue to be the primary engagement structure used by **56%** of accounting firms.

Practice owners encourage firms to consider **clarity, honesty and adaptability** when structuring their client engagements.



The median annual revenue per client is **\$3,500** for accounting firms across Australia.

Pricing is driven by the **complexity of services and firm size**, with larger firms pricing their services significantly higher.



Quarterly touchpoints are seen as standard, with **44%** of accounting firms communicating quarterly with business clients.

Costs associated with **touchpoints** are predominately included as part of the engagement, while some firms bill separately.



Cost-plus pricing is more prevalent than value-based pricing for nearly 3 in 5 (58%) Australian accounting firms.

Accounting firms **prioritise client affordability** and cost-plus calculations, rather than positioning themselves as a premium offering.



Scope creep is a critical challenge, with **1 in 3 firms** incurring creep on more than 30% of their clients.

Only **1 in 2 accounting firms** consistently charge their clients when scope creep occurs.

Most firms tackle the **cost of scope creep** by charging their time at an hourly rate to business clients.



Payment terms are a challenge, with only 1 in 3 firms consistently paid within their payment terms.

1 in 3 accounting firms stated they have had to write down their fees in the last financial year.

The majority of accounting firms prefer **quarterly, monthly or project-based invoicing**.

Invoice payment terms of net **7 days** are most common among accounting firms.

Engagement

Compare and contrast how firms are navigating engagement structures, touchpoints and scope creep challenges.

Annual engagements with clear deliverables continue to be the primary engagement structure the majority of firms use.

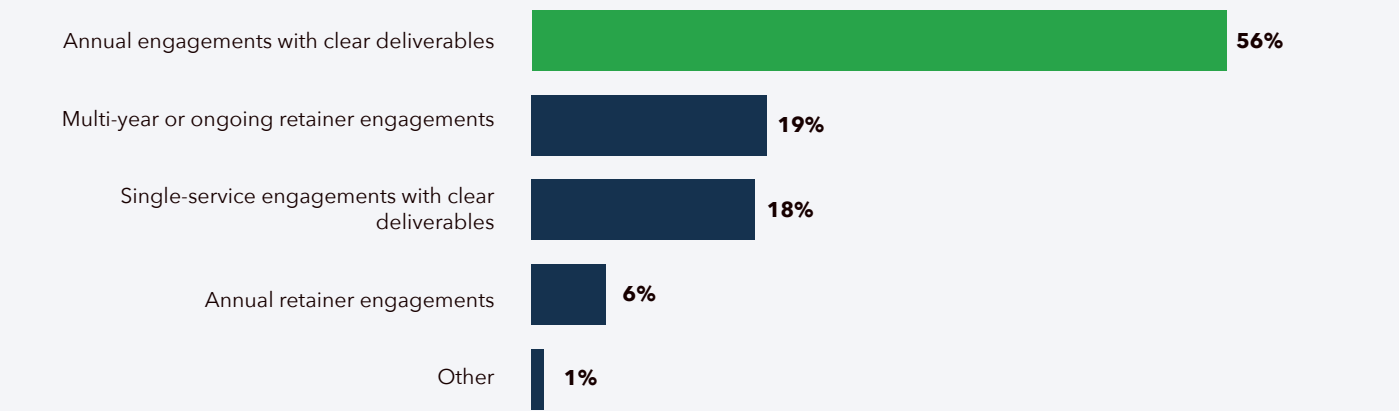
Almost 3 in 5 (56%) accounting firms prefer annual engagements as the primary structure for client relationships. This preference underscores the value firms place on annual cycles, which align well with financial planning and review periods typical in business operations.

Multi-year or ongoing retainer engagements were the primary engagement structure for almost 1 in

5 (19%) firms, highlighting the importance of long-term relationships for a subset of clients who value continuity or deeper advisory expertise.

Conversely, 18% of accounting firms' primary engagement structure was single-service with deliverables, suggesting a focus on targeted, project-specific client needs without the commitment to longer terms.

Which of the following best describes how you structure the majority of your business client engagements?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Annual engagements with clear deliverables	53%	62%	75%
Multi-year or ongoing retainer engagements	21%	16%	0%
Single-service engagements with clear deliverables	19%	14%	15%
Annual retainer engagements	6%	7%	10%
Other	1%	1%	0%

Practice owners should consider clarity, honesty, and adaptability when structuring client engagements.

We asked practice owners: "What advice do you have for practice owners on how best to structure business client engagements?"

“ Always have engagement letters with clear pricing and terms of engagement. It is so easy to get caught out.

- **Accounting firm, boutique firm**
(1-4 employees)

“ Be clear on the scope of work to be delivered for the fee agreed. This helps to avoid confusion and disagreement.”

- **Accounting firm, mid-sized firm**
(10-19 employees)

“ Be open and honest about the services you will provide and the price you will charge. We believe that by doing this the clients know what they are getting and decide if they are happy with the price or not. The key is don't hide anything.

- **Accounting firm, boutique firm**
(10-19 employees)

“ Be very clear on what is and isn't included and monitor what work you perform throughout the year. Communicate with clients early when you know the engagement needs to be rescope or services fall outside it.

- **Accounting firm, mid-sized firm**
(10-19 employees)

“ To structure client engagements effectively, small and medium accounting firm owners should ensure a thorough understanding of client needs, customise service offerings, establish transparent pricing and clear scopes of work, maintain regular communication, and continuously improve service quality.

- **Accounting firm, mid-sized firm**
(10-19 employees)

“ KYC - engagements can be hard to get right when you don't know the client. Risky to prepare on a best case scenario, clearly define the services provided and be disciplined enough to separately quote/invoice work when it falls outside the engagement.

- **Accounting firm, mid-sized firm**
(10-19 employees)

“ With the 4 P's of client engagement - being PROACTIVE by anticipating their needs, providing PERSONALISED services, providing PERSON i.e., human-based assistance (not using AI) and providing services with a PROBLEM-SOLVING approach.

- **Accounting firm, mid-sized firm**
(20-49 employees)

“ Clients like price guides. Have them ready and consider some fixed-price services.

- **Accounting firm, mid-sized firm**
(20-49 employees)

“ Clear upfront pricing/quote wherever possible, which factors in minor ad hoc work. Advise when outside scope as soon as possible. Only use hourly rate when unknown how long the work will take.

- **Accounting firm, boutique firm**
(1-4 employees)

“ Have a process, be consistent and have a set end goal you work back from to ensure that when your cup is full, so is your profitability.

- **Accounting firm, boutique firm**
(5-9 employees)

Larger firms expand their offerings to include more complex services, while tax compliance and bookkeeping services remain prominent.

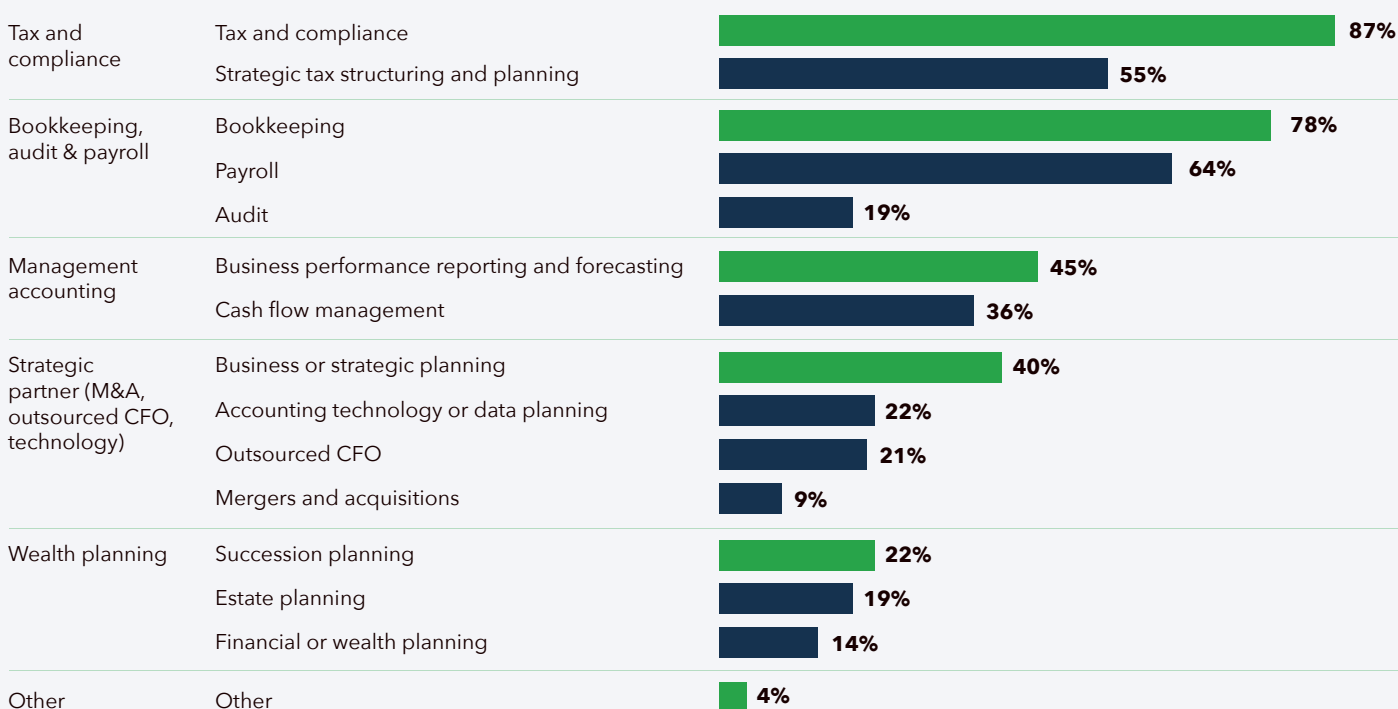
The data highlights the significance of tax compliance and bookkeeping services. Nearly 9 in 10 (87%) of firms offer tax and compliance support, reflecting its universal importance across the sector.

Furthermore, the role of accounting firms as strategic partners grows with the size of the firm, with strategic services such as mergers and acquisitions, outsourced CFO services, and technology planning offered more by larger firms (81%) compared to boutique firms (44%).

This indicates a trend where larger firms are positioning themselves away from service providers to being an integral part of their clients' strategic planning processes.

Similarly, the data shows that management accounting and wealth planning services are more commonly offered as firms grow in size, with 76% of large firms providing management accounting, and 67% of firms offering wealth planning services.

Which of the following services does your practice offer to business clients?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Tax and compliance	86%	92%	90%
Bookkeeping, audit & payroll	83%	84%	90%
Management accounting	47%	68%	76%
Strategic partner (M&A, outsourced CFO, technology)	44%	63%	81%
Wealth planning	22%	53%	67%
Other	3%	5%	5%

Quarterly touchpoints are seen as standard when communicating with clients.

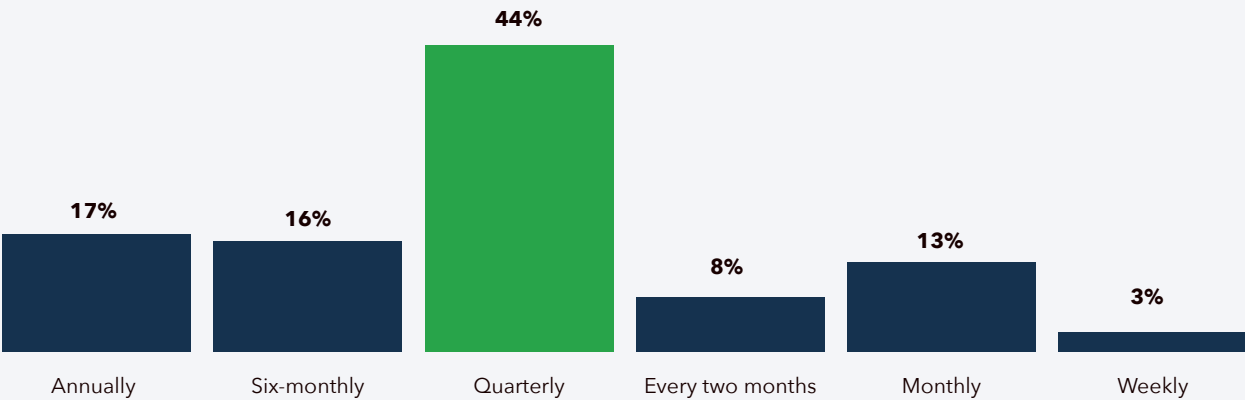
The data reveals that quarterly touchpoints are the most commonly adopted frequency by accounting firms, with more than 2 in 5 (44%) firms using touchpoints of this frequency with their clients.

Annually and semi-annually are the next most common frequencies at 17% and 16% respectively,

indicating a strategic preference for less frequent but potentially more in-depth engagements.

Only a small minority (3%) engage with clients every week, highlighting that for most businesses, such high-frequency interactions are not standard practice.

On average, how often do you provide a major touchpoint with your business clients?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Annually	15%	24%	10%
Six-monthly	15%	16%	30%
Quarterly	46%	41%	25%
Every two months	9%	5%	0%
Monthly	13%	10%	30%
Weekly	2%	3%	5%

ENGAGEMENT TOUCHPOINTS

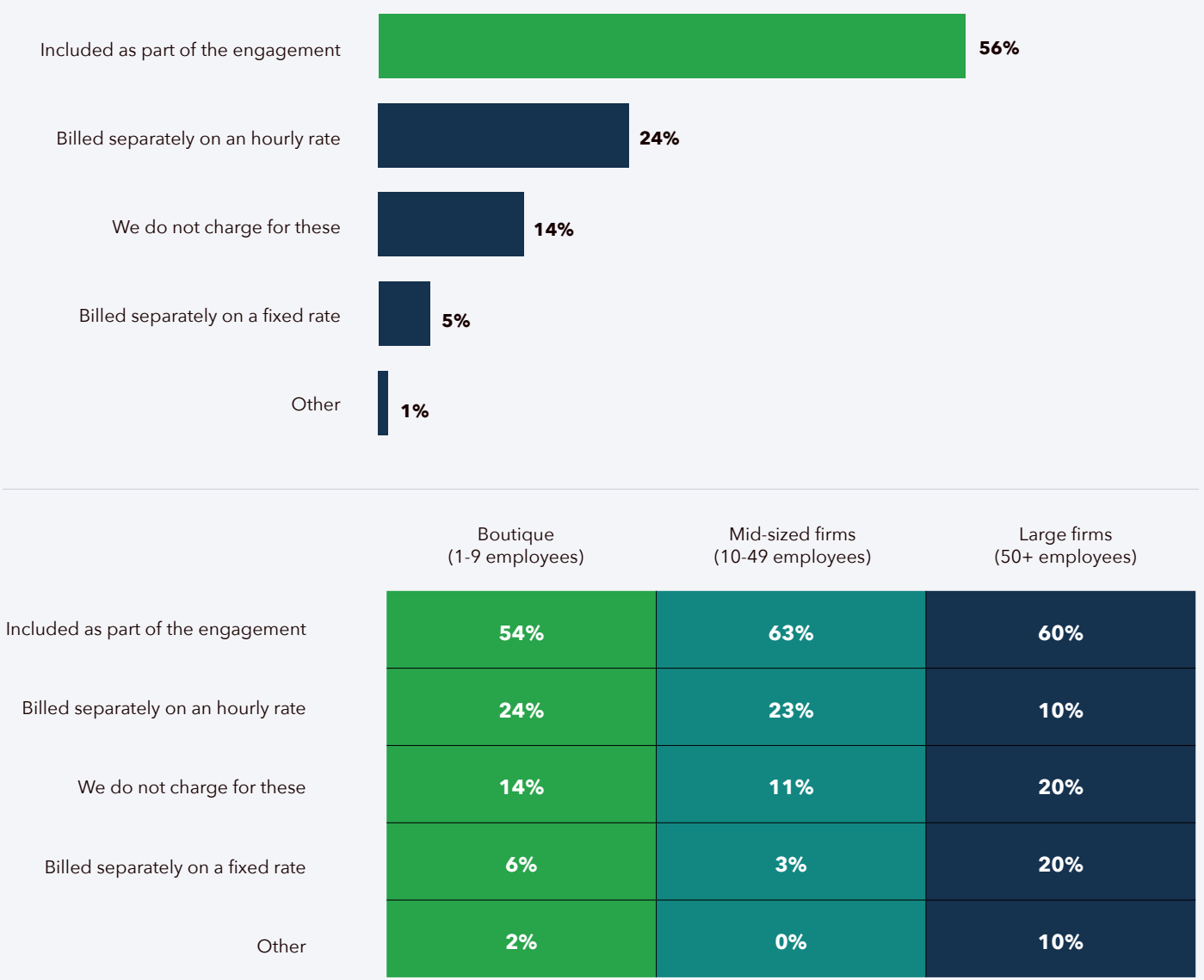
Costs associated with touchpoints are predominately included as part of the engagement, while some firms bill separately.

Nearly 3 in 5 (56%) firms include the costs associated with preparing for or attending client touchpoints within the broader scope of their service agreements.

About a quarter (24%) of firms prefer billing these costs on an hourly basis to clients.

Conversely, a smaller fraction (5%) opts for a fixed rate, and 14% do not charge at all for preparation and attendance at these touchpoints, suggesting varied approaches based on client expectations and project demands.

How do you charge for your time spent preparing for or attending these touchpoints?

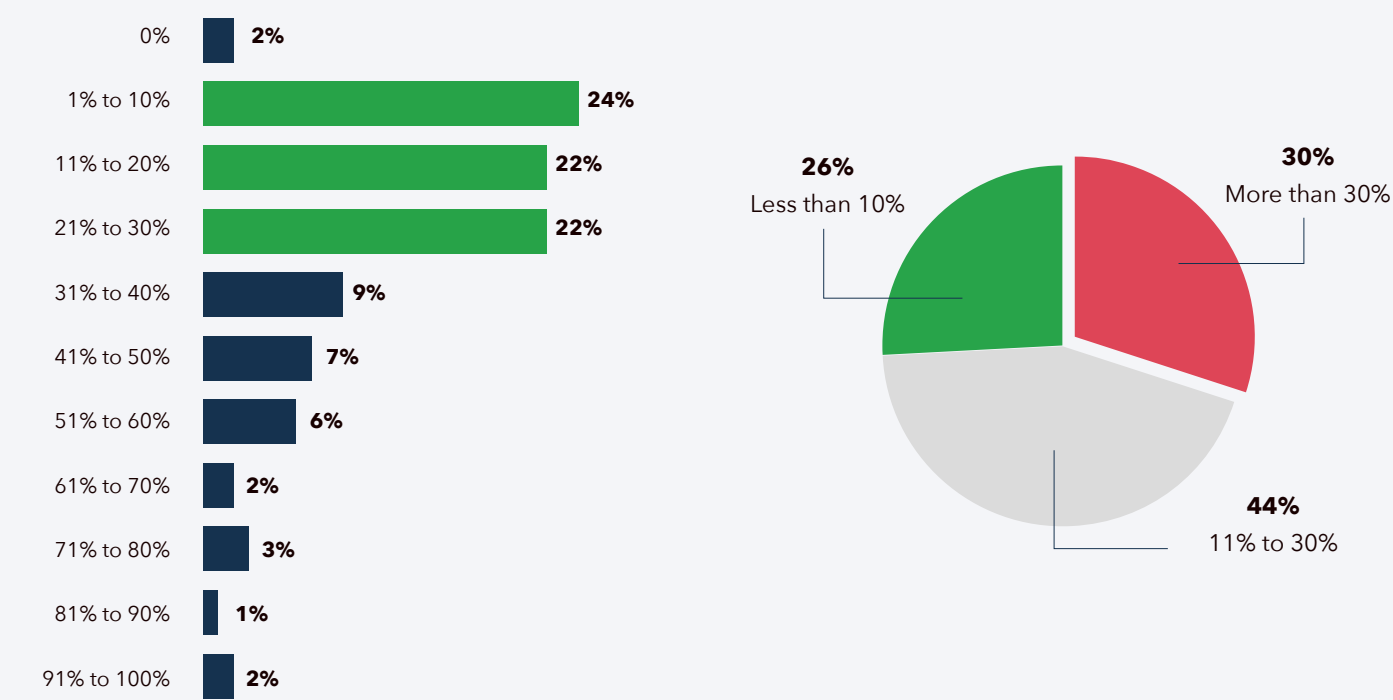


Scope creep is a critical challenge for firms, with 1 in 3 firms incurring creep on more than 30% of their clients.

As expected, almost all firms experience some level of scope creep. However, the survey revealed that scope creep is a critical challenge faced by a large portion of firms.

In fact, 1 in 3 firms said that more than 30% of their business clients incur scope creep, with an additional 22% incurring scope creep of more than 20% of their clients.

In a given year, what percentage of your business clients incur scope creep?



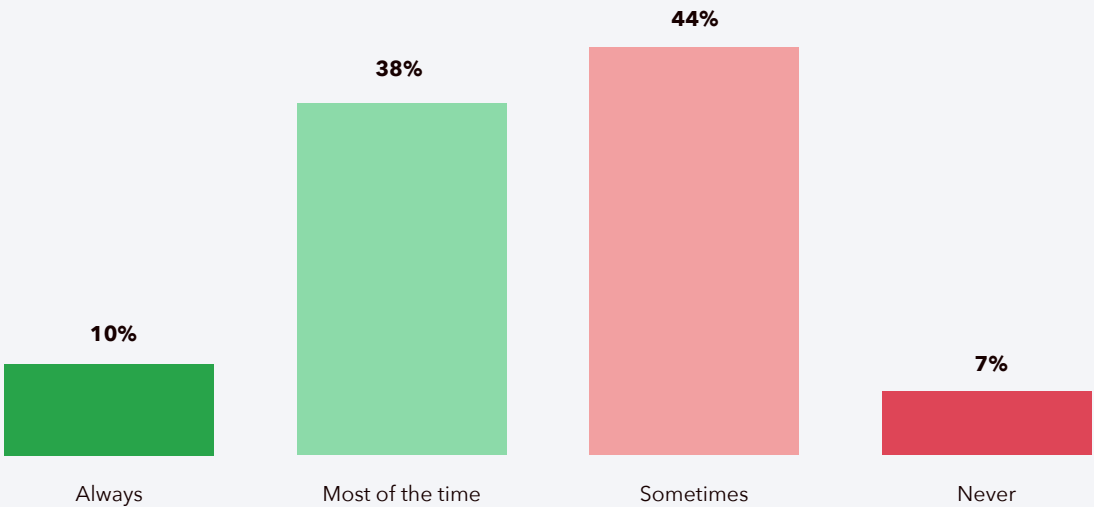
	Less than 10%	11% to 30%	More than 30%
Boutique (1-9 employees)	29%	43%	28%
Mid-sized firms (10-49 employees)	20%	45%	35%
Large firms (50+ employees)	10%	50%	40%

Only 1 in 2 accounting firms consistently charge their clients when scope creep occurs.

The survey revealed that only 1 in 2 accounting firms (48%) consistently (always or most of the time) address scope creep through additional billing.

The majority of firms (52%) only ‘sometimes’ or ‘never’ bill their clients when scope creep occurs, suggesting that considerable gaps exist between the work completed and billable hours.

Do you charge your business clients when scope creep occurs?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Always	11%	9%	0%
Most of the time	34%	52%	40%
Sometimes	45%	36%	60%
Never	9%	3%	0%

Most firms tackle the cost of scope creep by charging their time at an hourly rate.

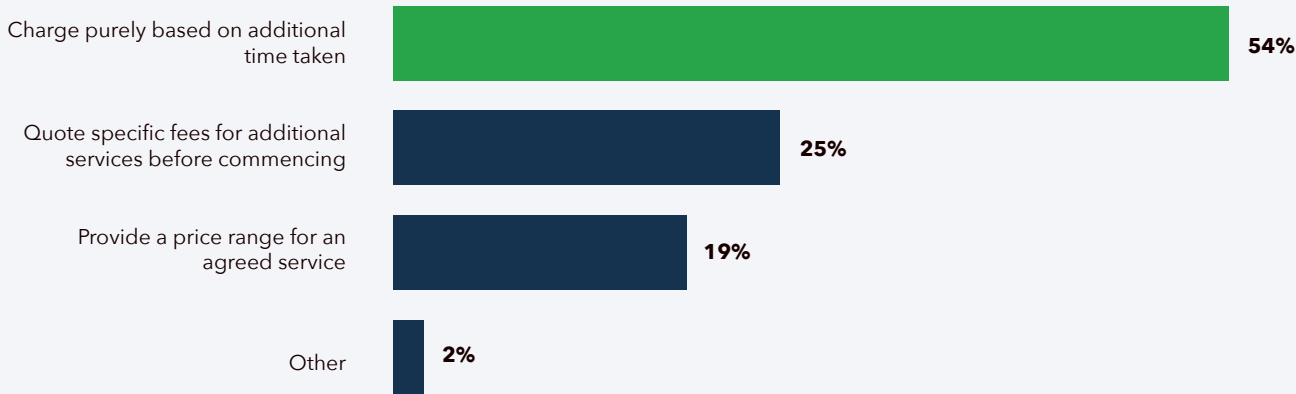
The results reveal a clear preference among accounting firms for charging based on additional time taken to manage scope creep, with 54% adopting this method.

1 in 4 (25%) firms set specific fees for extra services before starting the work, which helps in managing client expectations regarding additional costs. This

proactive billing strategy not only prevents financial surprises but also reinforces transparency.

Another 19% of firms offer a price range for services, which provides a structured billing framework. This strategy accommodates unforeseen project developments within a predictable financial scope, helping mitigate sudden cost escalations with agreed ranges.

Do you charge your business clients when scope creep occurs?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Charge purely based on additional time taken	58%	44%	45%
Quote specific fees for additional services before commencing	21%	35%	30%
Provide a price range for an agreed service	18%	20%	25%
Other	3%	1%	0%

Pricing

Benchmark your firm's pricing and revenue per client compared to hundreds of accounting firms across Australia.

REVENUE PER CLIENT

The median annual revenue per client is \$3,500 per client for accounting firms across Australia.

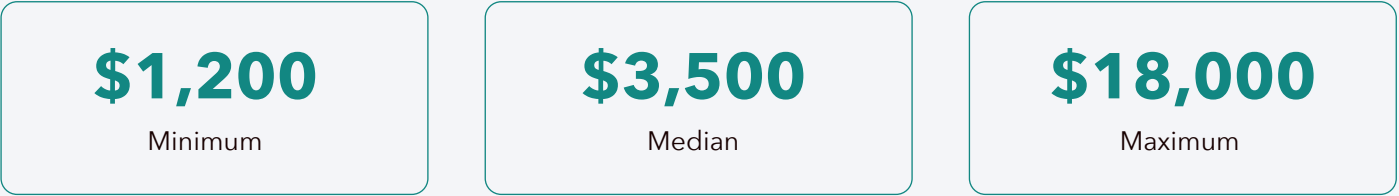
The survey asked accounting firms to provide their minimum, median and maximum levels of annual revenue generated per client.

The data displayed below shows the medians of each of these three levels to provide the typical range of client revenue that firms receive.

We can understand these figures by considering the ‘typical’ accounting firm as the range of minimum, median, and maximum that they charge clients in a given year.

Additional insights are provided in these figures across firm sizes and geographically for greater context.

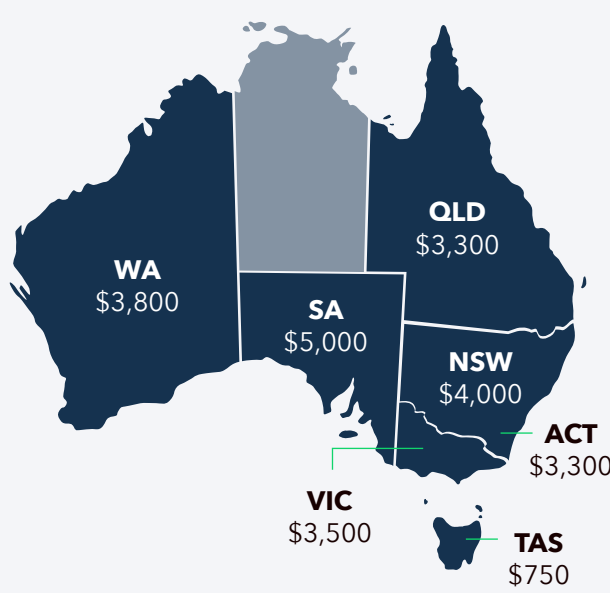
Approximately how much revenue do you generate from each business client?



Revenue per client by organisation size

	Minimum	Median	Maximum
Sole trader	1,000	2,550	8,000
1 to 4	1,000	3,000	12,000
5 to 9	1,500	4,000	25,000
10 to 19	1,750	5,000	40,450
20+	2,000	10,000	100,000

Revenue per client by location



DETAILED VIEW OF REVENUE PER CLIENT

Compare your firm based on size and location

The survey asked accounting firms to provide their minimum, median and maximum levels of annual revenue generated per client.

The data displayed below shows the medians of each levels compared across location and organisation size for you to benchmark your firm's revenue per client to the broader industry.

Revenue per client by organisation size

		Sole trader	1 to 4	5 to 9	10 to 19	20+
NSW/ACT	Minimum	940	1,500	1,500	2,000	1,500
	Median	3,000	3,000	4,500	8,250	13,025
	Maximum	8,000	10,000	29,000	60,000	100,000
VIC/TAS	Minimum	600	1,000	1,500	1,500	1,500
	Median	1,825	3,000	3,750	4,000	8,000
	Maximum	4,500	10,000	20,000	40,000	140,000
QLD	Minimum	800	1,100	1,050	1,000	2,000
	Median	2,500	3,000	3,025	3,500	10,500
	Maximum	10,000	12,500	21,000	20,000	70,500
SA	Minimum	1,100	750	2,725	1,400	2,500
	Median	4,500	4,500	7,500	8,250	5,000
	Maximum	12,500	20,000	50,000	28,500	50,000
WA	Minimum	1,200	1,000	600	1,500	10,000
	Median	2,350	3,000	4,000	5,500	30,000
	Maximum	5,750	14,000	50,000	50,000	147,500

REVENUE PER SERVICE

Pricing is driven by complexity of services and firm size, with larger firms pricing significantly higher.

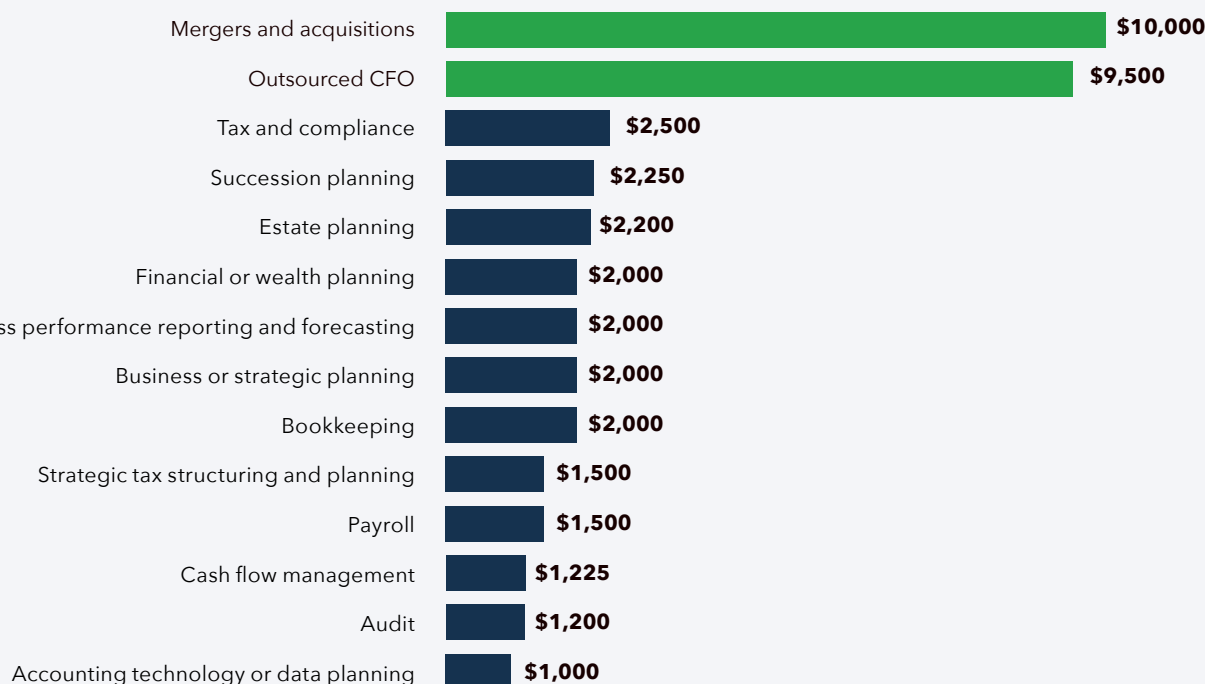
The survey asked accounting firms to provide the median annual revenue they receive from clients for providing the services they offer.

The results show a varied pricing structure for services provided by accounting firms, emphasising the value placed on complex services such as mergers and acquisitions, which command the highest fees at up to \$10,000 annually.

Outsourced CFO services is also considered a complex and highly-valued service, with fees reaching up to \$9,500, underscoring the strategic importance and extensive responsibility involved in these roles.

Tax and compliance services are charged at a rate of \$2,500 per year, followed by succession and estate planning services at \$2,200 and \$2,250 respectively – slightly lower than tax and compliance.

Approximately how much revenue do you generate from each business client?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Mergers and acquisitions	\$5,000	\$8,000	\$22,500
Outsourced CFO	\$5,000	\$15,000	\$13,500
Tax and compliance	\$2,200	\$4,000	\$5,000
Succession planning	\$1,200	\$3,250	\$5,000
Estate planning	\$1,350	\$3,500	\$2,500
Financial or wealth planning	\$1,500	\$2,250	\$5,000
Business performance reporting and forecasting	\$1,500	\$2,750	\$5,000
Business or strategic planning	\$1,500	\$3,000	\$6,250
Bookkeeping	\$2,000	\$2,140	\$3,850
Strategic tax structuring and planning	\$1,200	\$3,000	\$5,000
Payroll	\$1,000	\$2,450	\$4,000
Cash flow management	\$1,000	\$1,500	\$2,500
Audit	\$1,000	\$1,500	\$10,000
Accounting technology or data planning	\$600	\$2,000	\$2,500

Cost-plus pricing is more prevalent than value-based pricing in Australian accounting firms.

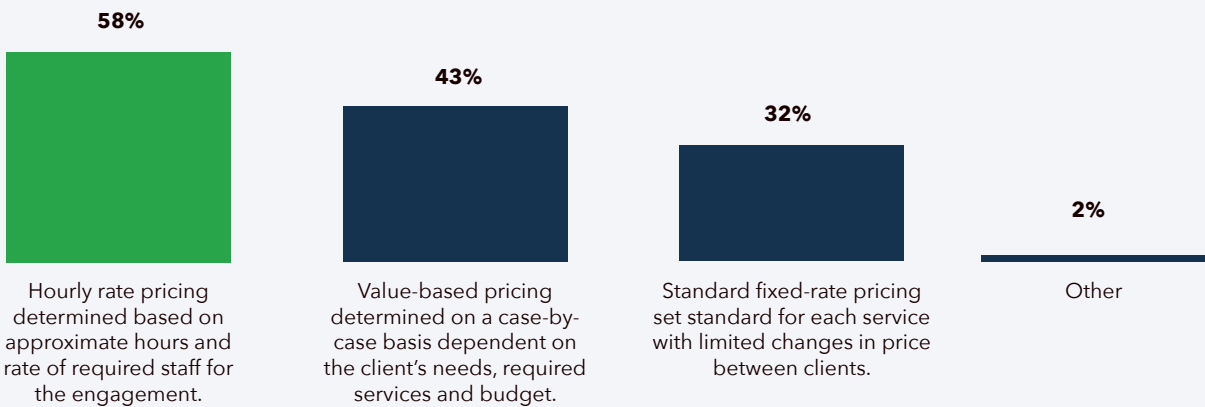
Nearly 3 in 5 (58%) of accounting firms prefer to price their services based on a cost-plus hourly rate approach. This model is favoured for its straightforwardness and direct correlation to the effort spent on client services.

However, often considered a more advantageous method, 43% of firms use value-based pricing, determining pricing on a case-by-case basis, aligning fees with perceived value delivered rather than only time spent.

This approach allows firms to tailor their services to the specific needs and budgets of their clients, potentially enhancing client satisfaction and loyalty.

Standard fixed-rate pricing is used by 32% of the respondents, indicating a preference for predictable billing that simplifies budgeting for firms and their clients.

Which pricing models do you use to determine your prices?



Boutique (1-9 employees)	55%	41%	33%	2%
Mid-sized firms (10-49 employees)	68%	48%	26%	1%
Large firms (50+ employees)	71%	48%	43%	5%
	Hourly rate pricing determined based on approximate hours and rate of required staff for the engagement.	Value-based pricing determined on a case-by-case basis dependent on the client's needs, required services and budget.	Standard fixed-rate pricing set standard for each service with limited changes in price between clients.	Other

PRICING METHODS

Accounting firms prioritise client affordability and cost-plus calculations rather than positioning themselves as a premium offering.

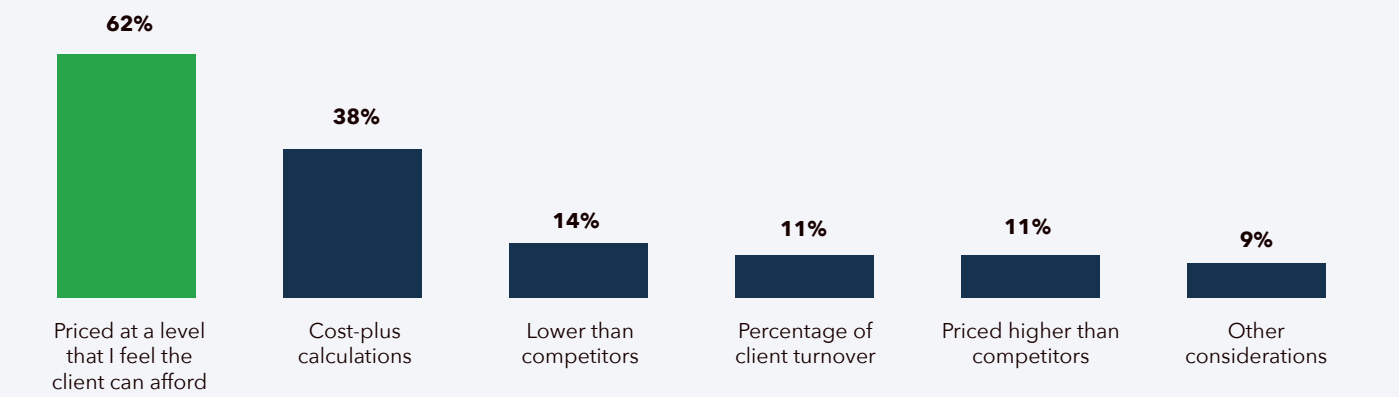
The data indicates a significant preference for prioritising client affordability when setting prices. More than 3 in 5 (62%) of accounting firms stated they calculated their pricing based on what their clients could afford.

Cost-plus calculations, employed by 38% of firms, emphasise an approach to increase profitability

by covering costs and securing a consistent profit margin.

Meanwhile, only a small proportion of firms use client turnover percentages (11%) or premium pricing (pricing higher than competitors) (11%) indicating that many firms are not positioning themselves as premium services to their clients.

Regardless of your pricing model, do you use any of the following methods to calculate where your pricing should be positioned?



Boutique (1-9 employees)	66%	35%	15%	9%	8%	9%
Mid-sized firms (10-49 employees)	52%	48%	10%	15%	18%	7%
Large firms (50+ employees)	43%	52%	14%	19%	24%	24%
	Priced at a level that I feel the client can afford	Cost-plus calculations	Lower than competitors	Percentage of client turnover	Priced higher than competitors	Other considerations

FACTORS IMPACTING PRICING

Accounting firms emphasise client structure and breadth of services as key drivers for pricing, focusing on a customised approach to client needs.

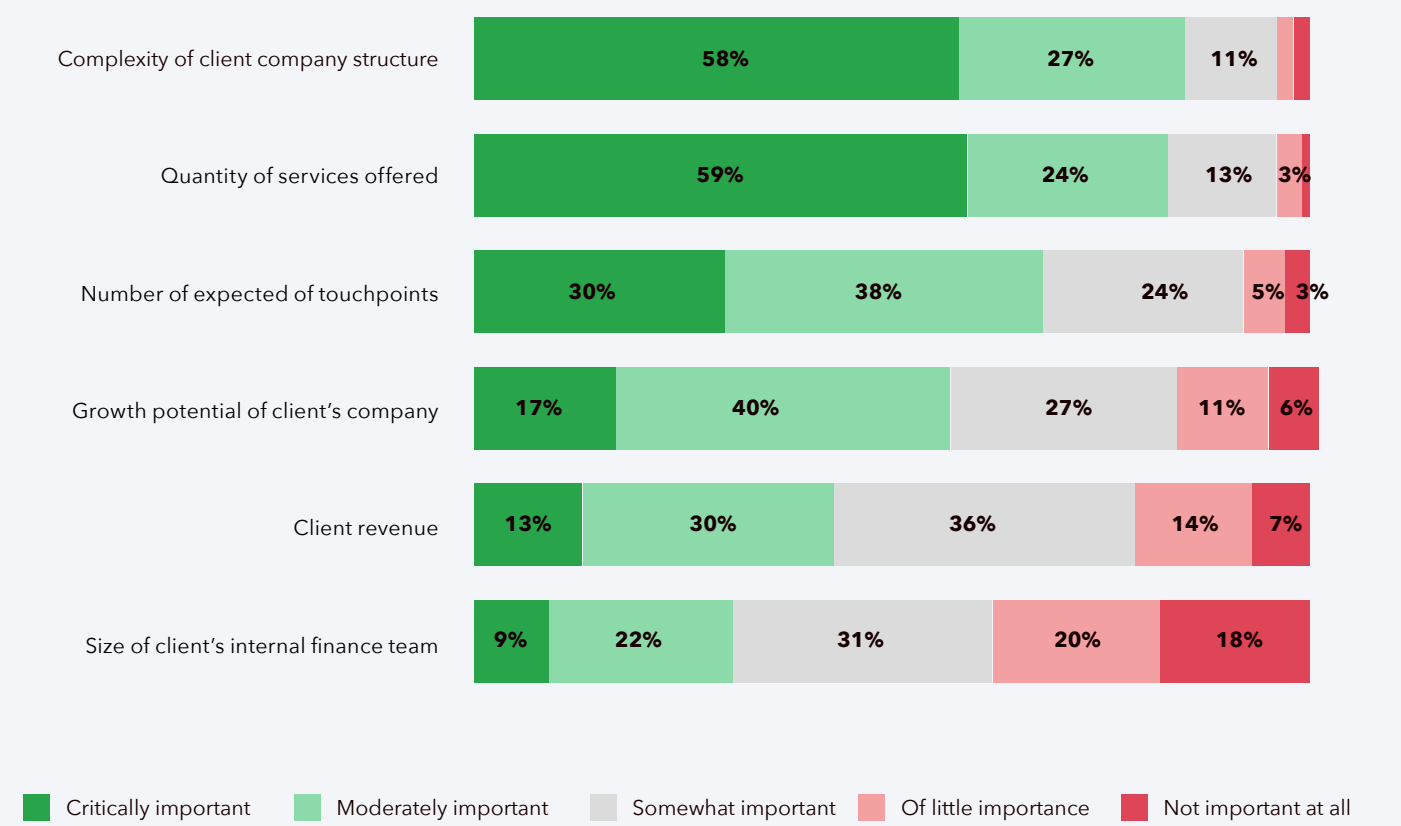
The data from accounting professionals highlights key factors influencing their pricing strategies for business clients. Notably, the complexity of the client’s company structure (58%) and the quantity of services offered (59%) are rated critically important by accounting firms.

On the other hand, less emphasis is placed on clients’ revenue and the size of their internal finance team, with a growing portion of firms viewing these factors

as having little to no importance at all in terms of pricing.

These insights reveal that while accounting firms are responsive to the specific demands of their clients, their pricing strategies are heavily influenced by scope of engagement and complexity rather than factors relating to future growth or internal client resources.

How important are the following factors in dictating your pricing for business clients?



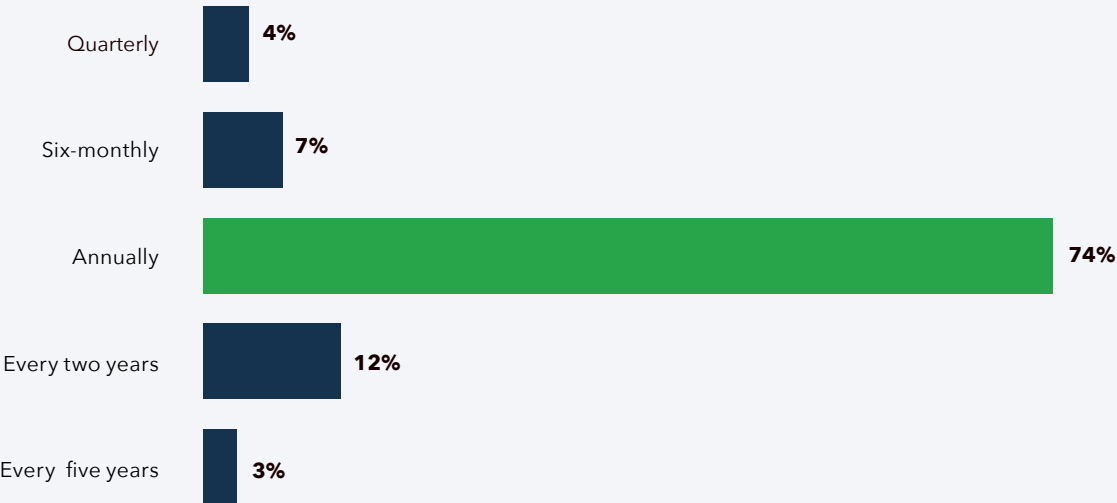
Annual pricing reviews are standard for the majority of accounting firms.

The data reveals that almost 3 in 4 (74%) of firms conduct annual reviews of their charge rates and pricing structures.

While the majority stick to an annual review, a smaller segment prefers more frequent evaluations.

This annual review process allows firms to stay responsive to market changes and client needs, ensuring their pricing strategies remain competitive.

How often do you review your charge rates and pricing of services?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Quarterly	4%	6%	5%
Six-monthly	6%	10%	10%
Annually	72%	80%	75%
Every two years	14%	3%	10%
Every five years	4%	1%	0%

Billing

Compare your firm's billing and invoicing frequency and receivables to hundreds of Australian accounting firms.

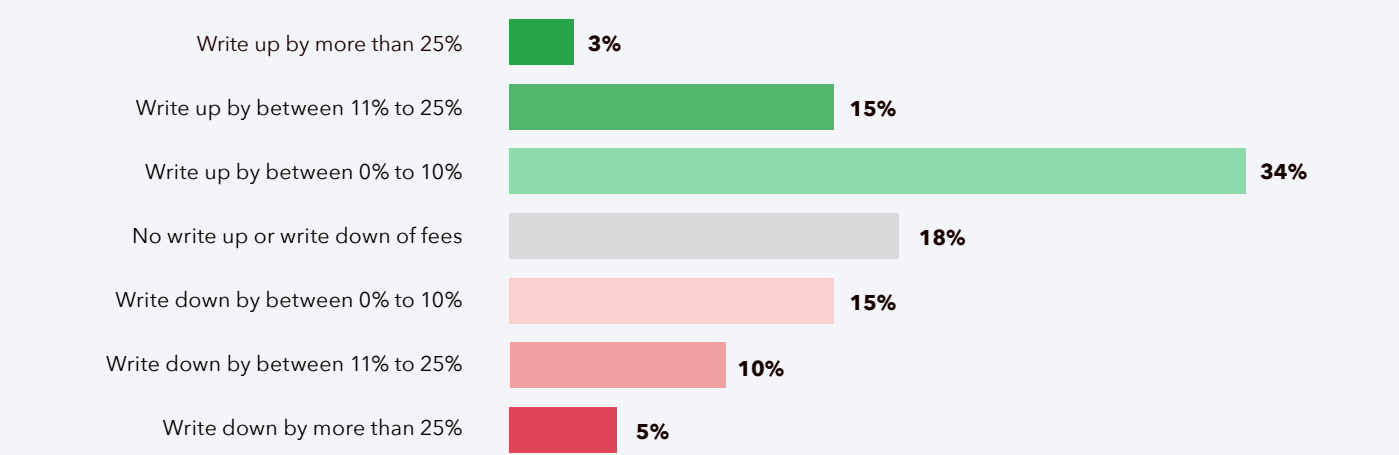
FEE ADJUSTMENTS

1 in 3 accounting firms said they have had to write down their fees in the last financial year.

The results reveal that a majority of accounting firms (51%) have had a write-up to some degree, with more than a third (34%) stating they had a write-up between 0% to 10%.

Fee reductions were less common, but notably, 1 in 3 accounting firms stated they have had to write down their fees in the last financial year.

For the last financial year did you on average write down or write up fees?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Write up by more than 25%	2%	4%	0%
Write up by between 11% to 25%	15%	17%	15%
Write up by between 0% to 10%	35%	32%	30%
No write up or write down of fees	23%	4%	10%
Write down by between 0% to 10%	13%	22%	15%
Write down by between 11% to 25%	7%	14%	25%
Write down by more than 25%	5%	6%	5%

INVOICE FREQUENCY

The majority of accounting firms prefer quarterly, monthly or project-based invoicing.

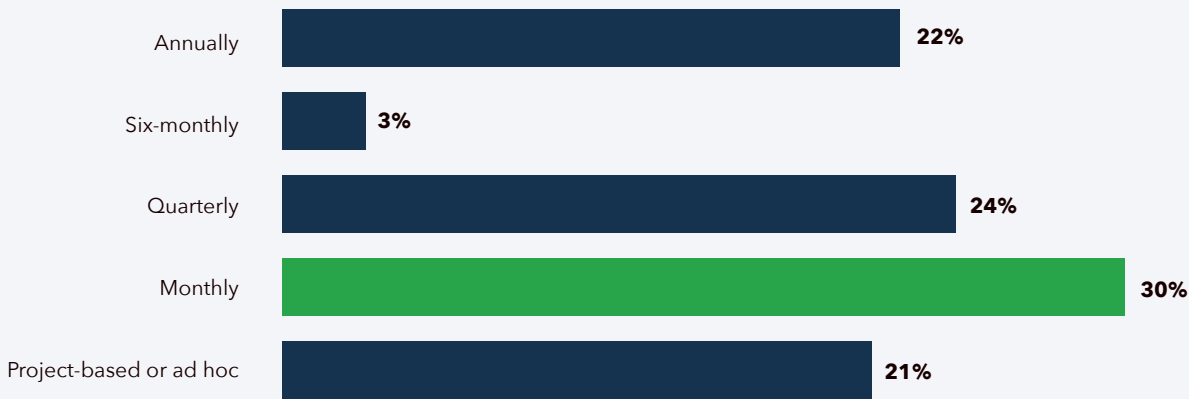
The data suggests a preference for more frequent invoicing, with a large portion of accounting firms (30%) invoicing their clients monthly.

The preference for frequent invoicing is prevalent among firms of all sizes, with monthly invoicing being one of the most common methods utilised among boutique, mid-sized, and large firms.

In contrast, less frequent billing schedules like semi-annual and annual invoicing are less common, used by only 3% and 22% of firms respectively.

These methods might be favoured for services that require less regular client engagement or for long-term projects that span several months.

On what frequency do you typically invoice your business clients?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
Annually	22%	23%	25%
Six-monthly	2%	7%	10%
Quarterly	23%	28%	15%
Monthly	30%	27%	50%
Project-based or ad hoc	24%	16%	0%

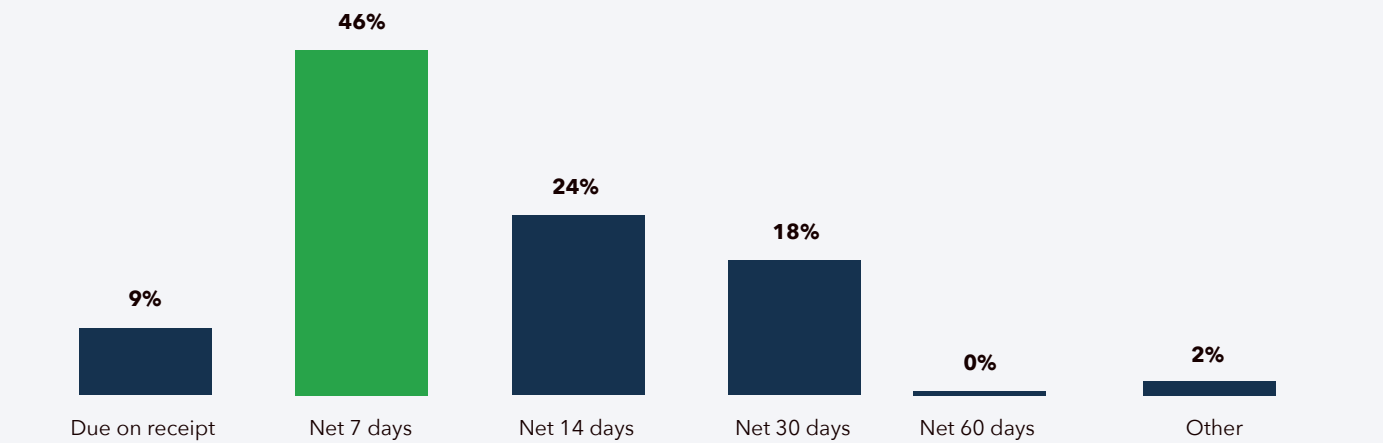
Invoice payment terms of net 7 days are most common among accounting firms.

In the landscape of invoicing terms, almost half (46%) of accounting firms have adopted payment terms of net 7 days, followed by 24% of firms using payment terms of net 14 days.

Meanwhile, only 9% of firms are using a due-on-receipt approach, revealing that such immediate payment terms may not be feasible or widely accepted.

The preference for shorter payment terms highlights the importance of liquidity in the accounting sector, with firms increasingly leaning towards tighter control over invoicing cycles to maintain financial stability and operational efficiency.

What are your invoice terms?



Boutique (1-9 employees)	10%	51%	20%	17%	0%	2%
Mid-sized firms (10-49 employees)	6%	33%	36%	23%	0%	2%
Large firms (50+ employees)	5%	25%	35%	25%	5%	5%
	Due on receipt	Net 7 days	Net 14 days	Net 30 days	Net 60 days	Other

INVOICE PAYMENTS

Only 1 in 3 accounting firms are consistently paid within payment terms.

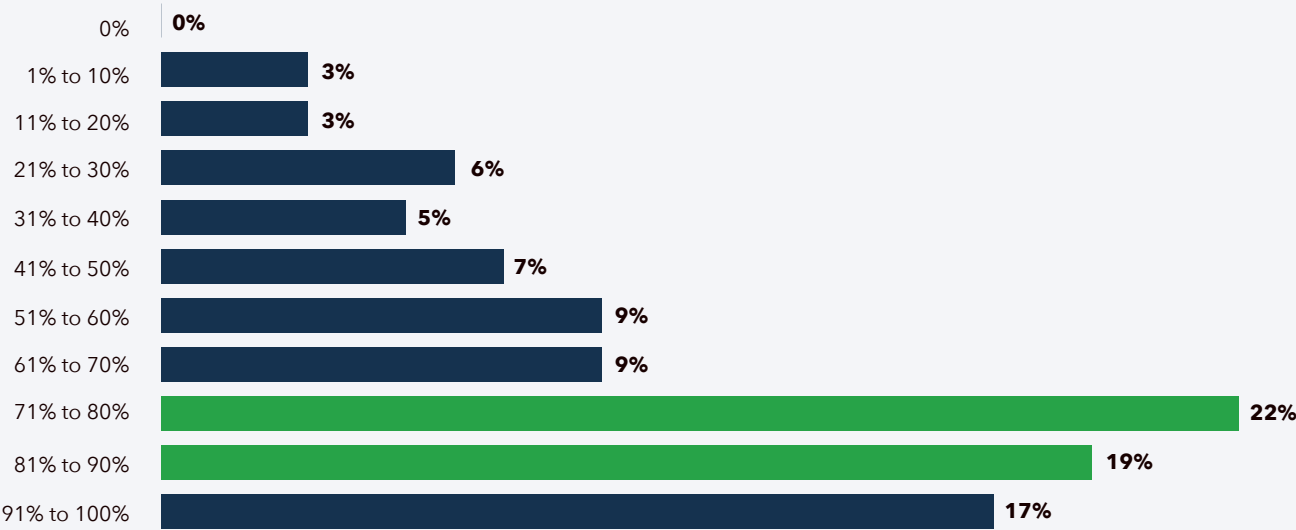
The survey has revealed significant challenges for accounting firms being paid according to their payment terms.

Only 1 in 3 (36%) firms stated that they receive payment within their terms for above 80% of their invoices.

Worryingly, 1 in 4 (24%) indicated that less than 50% of their invoices are paid on time.

This pattern of payment behaviour is consistent regardless of the payment terms firms set, indicating a need for greater control, reminders and debtor ledger management to avoid cash flow challenges.

What percentage of invoices issued are settled within your payment terms?



	Boutique (1-9 employees)	Mid-sized firms (10-49 employees)	Large firms (50+ employees)
0%	0%	1%	0%
1% to 10%	2%	6%	0%
11% to 20%	3%	3%	0%
21% to 30%	6%	6%	5%
31% to 40%	4%	9%	0%
41% to 50%	7%	6%	15%
51% to 60%	7%	13%	25%
61% to 70%	8%	11%	10%
71% to 80%	21%	27%	15%
81% to 90%	21%	16%	15%
91% to 100%	21%	3%	15%

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- Understanding accounting practices' pricing and billing strategies in Australia.
- Comparison of pricing and billing strategies based on practice size, location, and client profiles.
- Key insights for accounting practices to compare themselves to the market.
- Methods for structuring client engagements.
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