THE ROSENBERG SURVEY

Financial benchmarking the accounting profession has relied on since 1999

The BIG IDEA ▶

Allow accounting firms to benchmark their key financial metrics (e.g., bill rates, realization, utilization, revenue growth, income per partner) against peers of equal size, in similar markets and in the same region of the country.

While you know your firm's financial metrics, do you know how they stack up against your peers? There is only one way to find out - The Rosenberg Survey.

The Rosenberg Survey is a well-known, well-respected online benchmarking tool for CPAs. The survey is recognized for its accuracy, thoroughness, and high participation rate. The survey provides firms with key financial information that can lead to increased revenue, higher profits, and better strategic decision-making.

Why the Rosenberg Survey?

- Results are reviewed for accuracy and validity by CPAs
- Provides statistics not seen in other surveys
- 85% of participants from 2019 repeated in 2020—allowing for valid year-to-year comparisons
- We survey a robust pool of participants—338 firms participated in 2020

What you get by participating:

- More than a dozen of the CPA industry's elite consultants share their observations and analyses
- A customized benchmarking sheet for your firm
- 40 pages of narrative analysis
- Row-by-row data for each firm—100 benchmarks in all
- Dozens of special analyses, including:
  - ▸ The number of firms using each of the 6 major partner compensation systems
  - ▸ Breakout of profits for firms by population size of their markets
  - ▸ How staff to partner ratio impacts profitability
  - ▸ Correlation of partner charge hours to profitability

Timing:	Data collected from participating firms between January 1st and June 15th
Investment:	$400 for participants $500 for non-participants
Customization:	Contact us about providing custom reports for your association or state society members
Website:	www.rosenbergsurvey.com

"The industry's barometer for CPA firm practice management."

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The Growth Partnership
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