



Dear GSCPA Member:

We are writing to update you on the status of the PCPS / TSCPA National MAP survey, provide some preliminary results, and make a case for your firm's participation.

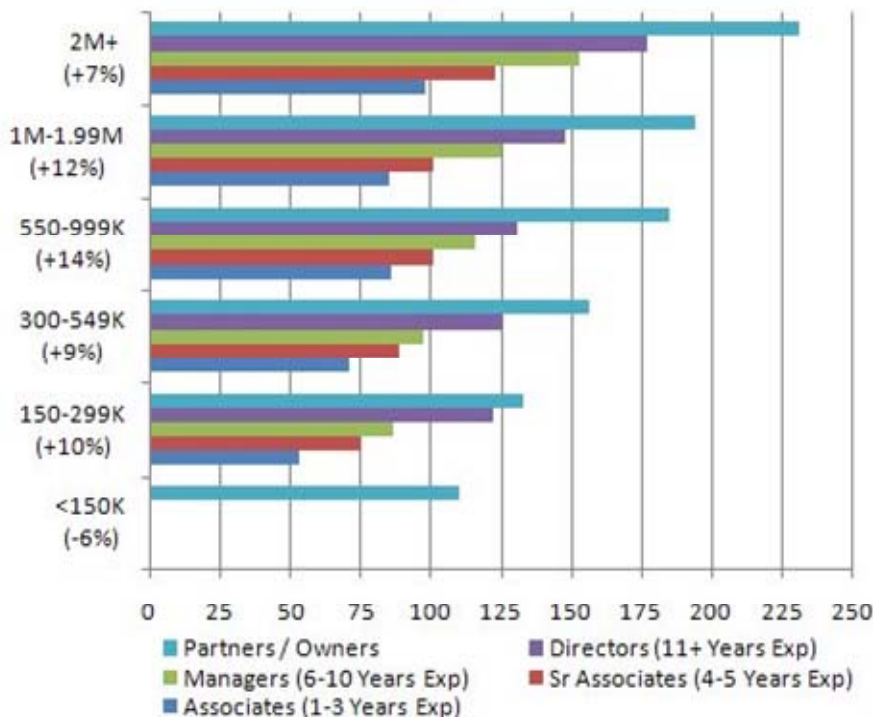
Over 800 firms have already completed the 2008 National MAP Survey. With increased participants, we can receive more meaningful and targeted benchmarks for key items including billing rates, staff compensation, chargeability ratios, and much more. We hope you'll join the community of participating firms by completing the survey, online here:

<http://map.pcps.org>

The 2008 survey is proving to be much easier and faster than previous years. PCPS sought to ease participation by making the survey shorter and simpler, while retaining all key performance indicators. The average participant has entered electronic responses in just 42 minutes, less than one half as long as previous years. Participants have generally found the experience favorable -- more than one half have assigned the survey the highest possible rating.

The Survey provider has commenced preparation of results reports, so participants will receive the timeliest possible information to guide critical business decisions. Previously, they had included an illustrative chart with billing rates; below, please find average billing rates observed by participants to date.

*Average Billing Rate by Firm Size (Estimated Overall % Change from 2006 in Parentheses)*



The survey will close on Friday, July 11th. All participants will receive at least a summary results report. Yet, AICPA PCPS member participants will receive an upgraded interactive report with results tailored to firm size, region/state, and other relevant groupings. Non-PCPS member firms can purchase an interactive report for \$300 (Survey participants receive a \$100 discount; AICPA members receive an additional \$100 discount) or, elect to join PCPS at \$35 per CPA (maximum \$700). For more information on the Survey itself or about PCPS, please visit [www.aicpa.org/pcps](http://www.aicpa.org/pcps).

Thank you for your time, and, we hope, your participation.

Best regards,

*Jim Metzler*

*AICPA – VP of Small Firm Interests*

This survey is brought to you by PCPS (Private Companies Practice Section) and TSCPA (the Texas Society of CPAs), who are proud to welcome back Aon Insurance Services as a sponsor for a fourth year.

To ensure your confidentiality, PCPS has contracted with a qualified research firm, IntelliSurvey.

You may send written correspondence to:

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