

## **Introducing the New & Improved 2008 PCPS/TSCPA National MAP Survey!**

Ever wondered how your firm stacks up against other firms? Find out where your firm stands by taking part in the CPA profession's premier benchmarking study - the **PCPS/TSCPA National MAP Survey**.

The survey covers key practice management issues that will allow your firm to compare its management policies and financial results to other firms, and gain strategic guidance to build a more profitable and rewarding practice. Additionally, survey results will help accounting firms make core business decisions and also benchmark themselves against other firms in their region according to firms similar in size and to national averages.

For 2008, we have streamlined the survey process and enhanced overall value with:

- A shorter, more focused survey - 40% fewer questions;
- Results that are more targeted and "user-friendly" ;
- **FREE** summary results report for **ALL** participants;
- Results produced months earlier than in previous years.

The summary report will contain an extract of key performance metrics from the survey – such as billing rates, salaries, hours charged/compensated, services as a percentage of fees, major income statement statistics and more. The comprehensive report, available for purchase and free to PCPS members, will include every performance metric gathered by the survey crossed against many relevant comparison groups. It will also contain additional ratios and analyses of statistics.

The survey will open on or around May 1, 2008 and close on July 11, 2008. You'll want to be certain that you do not miss this golden opportunity that is more valuable than you can imagine... just ask one of the thousands of firms that have participated in the past. For more information, please visit <http://map.pcps.org>.