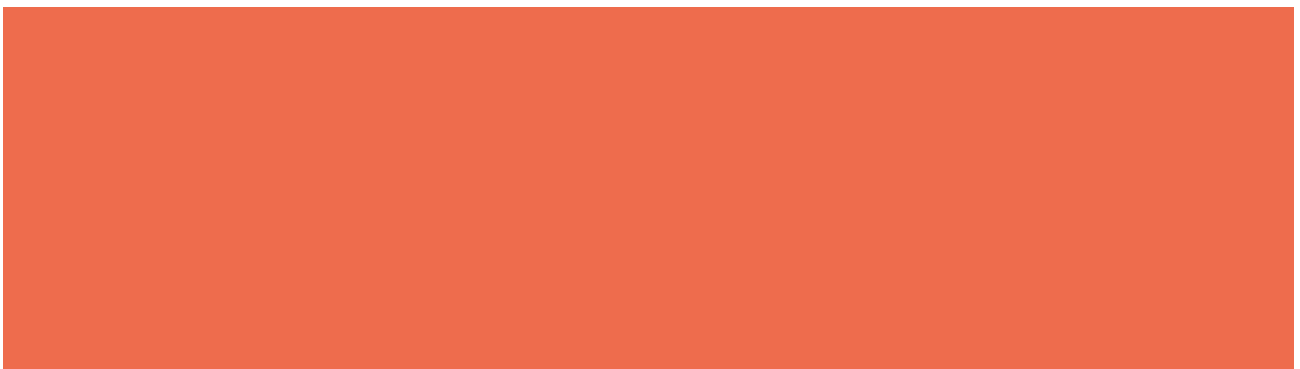




2023 IEC PRICING SURVEY RESULTS





Why we're here

INTRODUCTION



CollegePlannerPro is dedicated to providing business tools and resources for independent educational consultants at every stage of their business. To help shed light on the topic of pricing strategy and logistics, we compiled a survey for those IECs who were interested in providing anonymous insights into their pricing model and policies. With over 675 responses, you'll get a unique look at rich historical data surrounding how much independent educational consultants charged clients, how they structured their services, and how businesses performed in 2022.

After conducting this survey for our fifth consecutive year, we are also able to give an unparalleled look at changes in rates over time.

The information contained in this survey is presented for informational and historical purposes only and is not meant to encourage readers to set prices in restraint of trade or in violation of any laws.



At a glance

THE BIG NUMBERS

Just here for a quick summary? We've got you covered. We've included this snapshot to highlight the most discussed numbers when it comes to IEC pricing. Read on for a deeper dive.

Average Hourly Rate

\$212/hr

Up 7% from 2022

Average Package Price

\$5,255

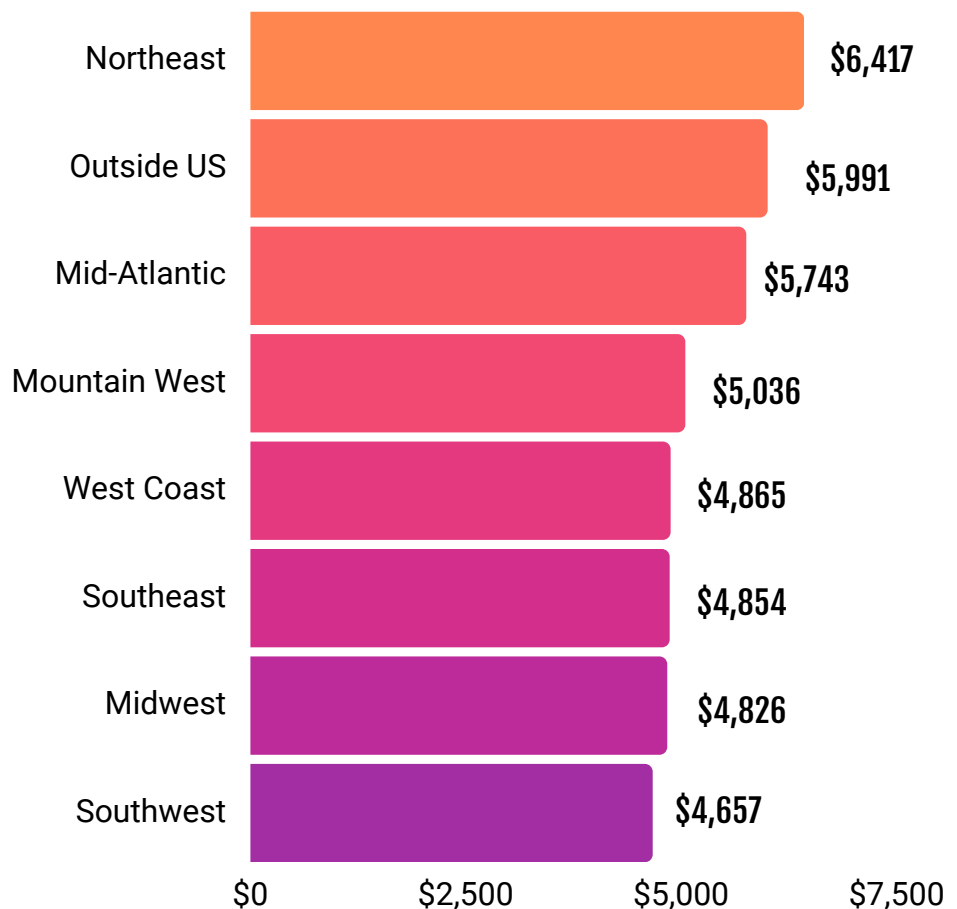
Up 9% from 2022

Service Offerings

92%

Bundle or package their services

Average Package Price by Region





Who we heard from

DEMOGRAPHICS





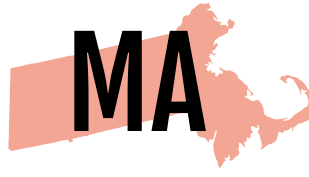
Demographics

REGION

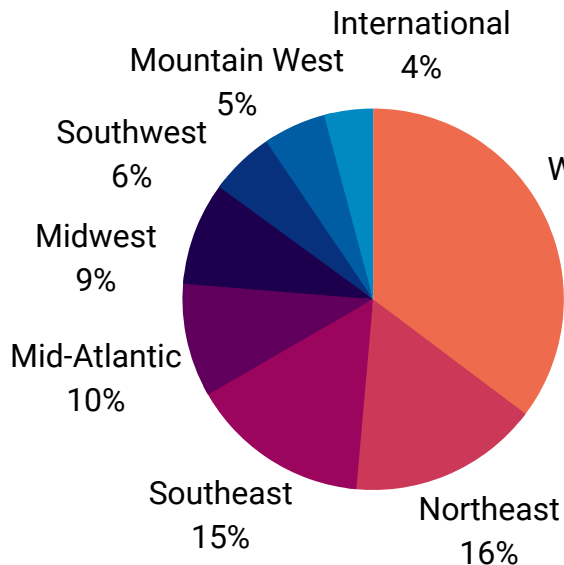


We had 675 individual responses to the IEC pricing survey. Each survey participant self-identified as an IEC; however, the size, location, and logistics of each practice varied. This information should be used to help contextualize the survey data. We will start by presenting the demographic breakdown of the participants as a whole. We will also break down additional data points into specific demographic subsets where we found them valuable.

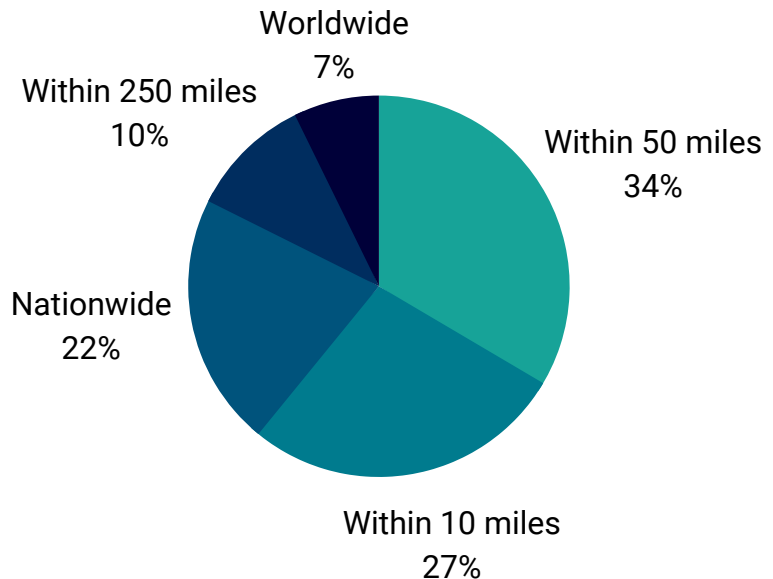
Most Reported States



Region



Service Area



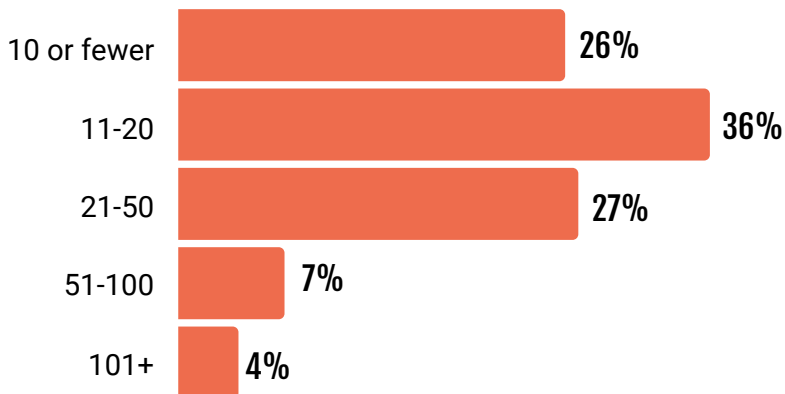


Demographics

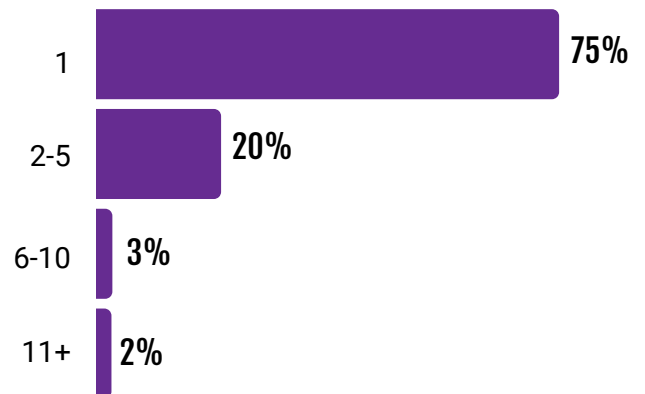
COMPANY

In addition to the location and service area, we asked about the number of students per year, the number of consultants on the team, the number of years the practice has been in business, and any professional membership affiliations. **The results to our demographic questions have remained very consistent over the past 5 years, with the majority of responses from single-person practices, working with 11-20 students per year, with a fairly even distribution of experience and professional membership.**

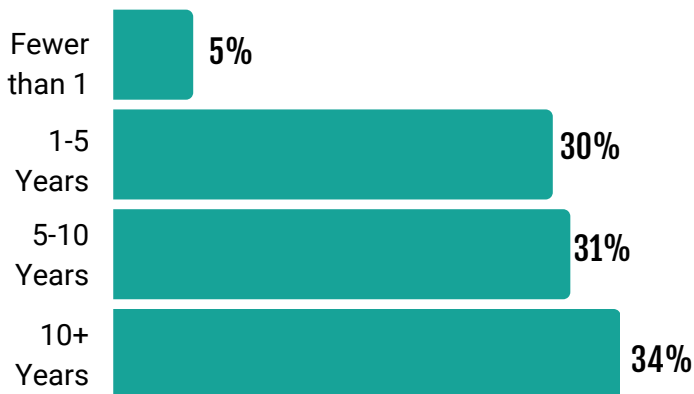
Number of Students



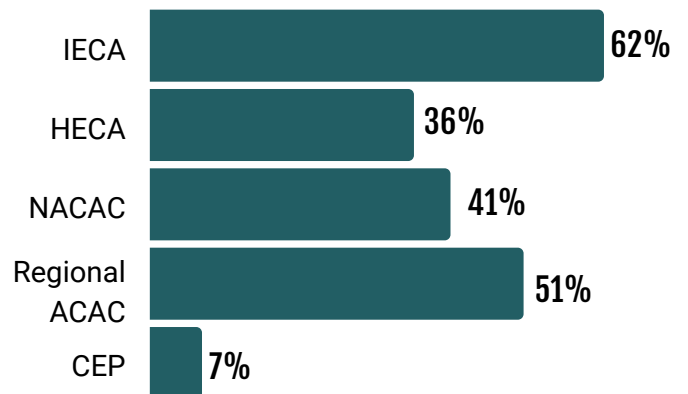
Size of Team



Years in Business



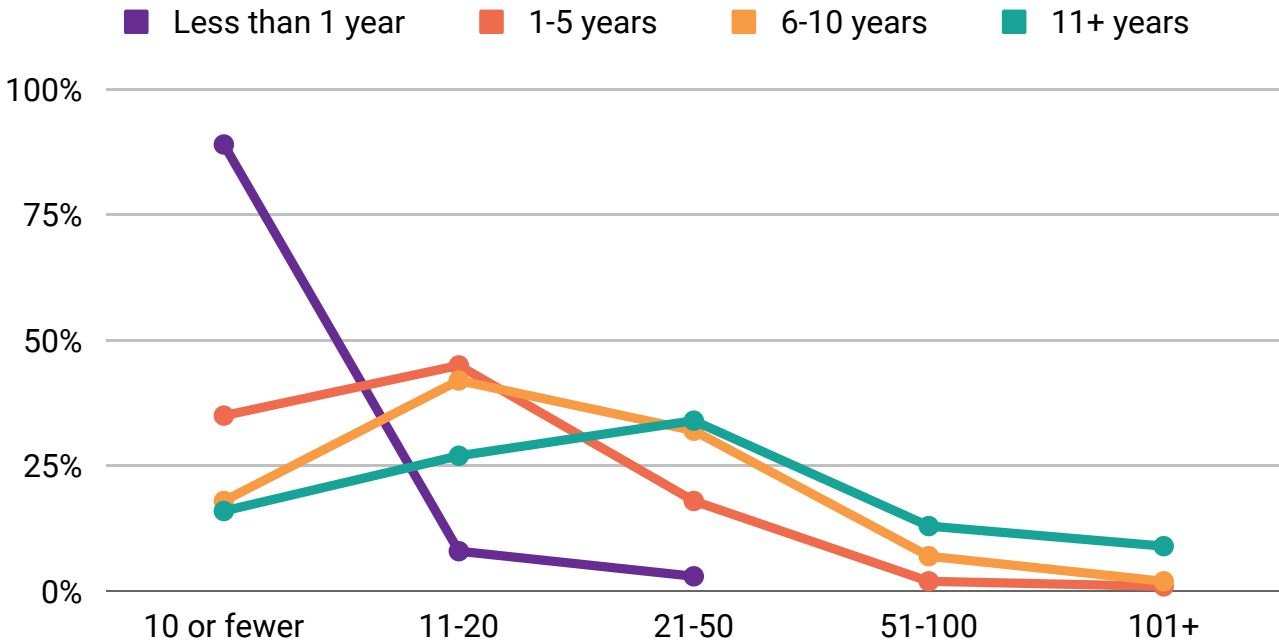
Professional Memberships




- 90% reported at least 1 professional affiliation
- 64% reported multiple affiliations

Taking a closer look, the graph below explores the relationship between number of clients per class by the years of experience the consultant reported. **89% of consultants with less than 1 year of experience reported working with 10 or fewer clients, whereas 57% of consultants with more than 11 years of experience reported working with more than 21 students per class year.**

Students Per Class by Years of Experience




72%

Reported working full time or are building up to full-time IEC work

Potential Emerging Markets

When taking a look at the reported years of experience of the consultant by region, we noted two markets with an increased number of consultants with fewer years of experience as compared to other regions.

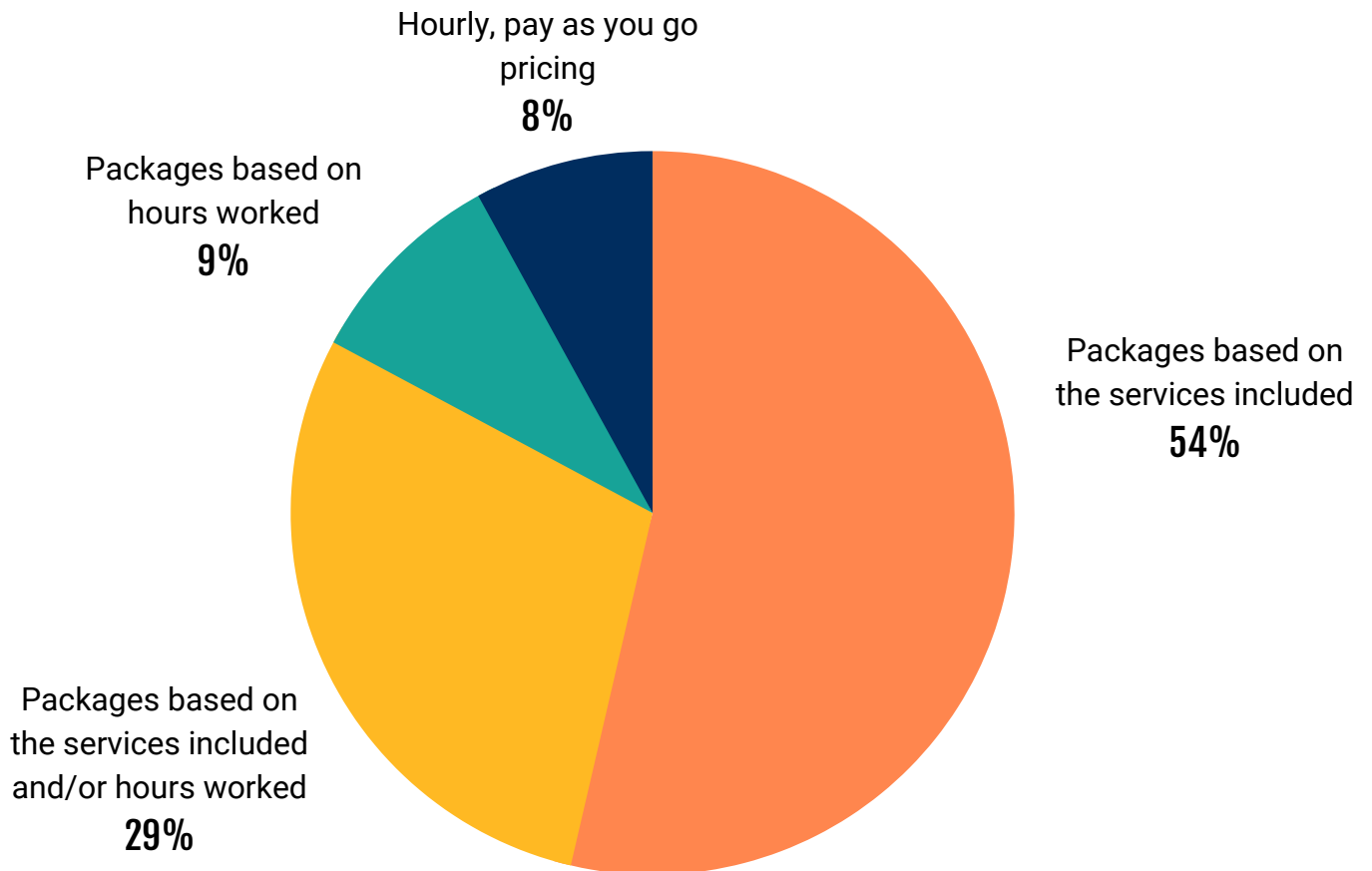
- **Mountain West**
 - 10% of the respondents in the Mountain West had less than 1 year of experience
 - 40% of the respondents in the Mountain West had 1-5 years of experience
- **Southeast**
 - 17% of the respondents in the Southeast had less than 1 year of experience



What's offered

PRICING OPTIONS

Before diving into specific numbers, we asked how consultants structured their services. 92% of all survey respondents reported bundling their services into a package for families to purchase. The other 8% reported exclusively billing by the hour for their services. This year, we continued to see that consultants offered various options for contracting work, as 81% of those who offered packages also reporting an hourly rate. Further details on the composition of package offerings are presented below.





Deep dive

PACKAGE PRICING



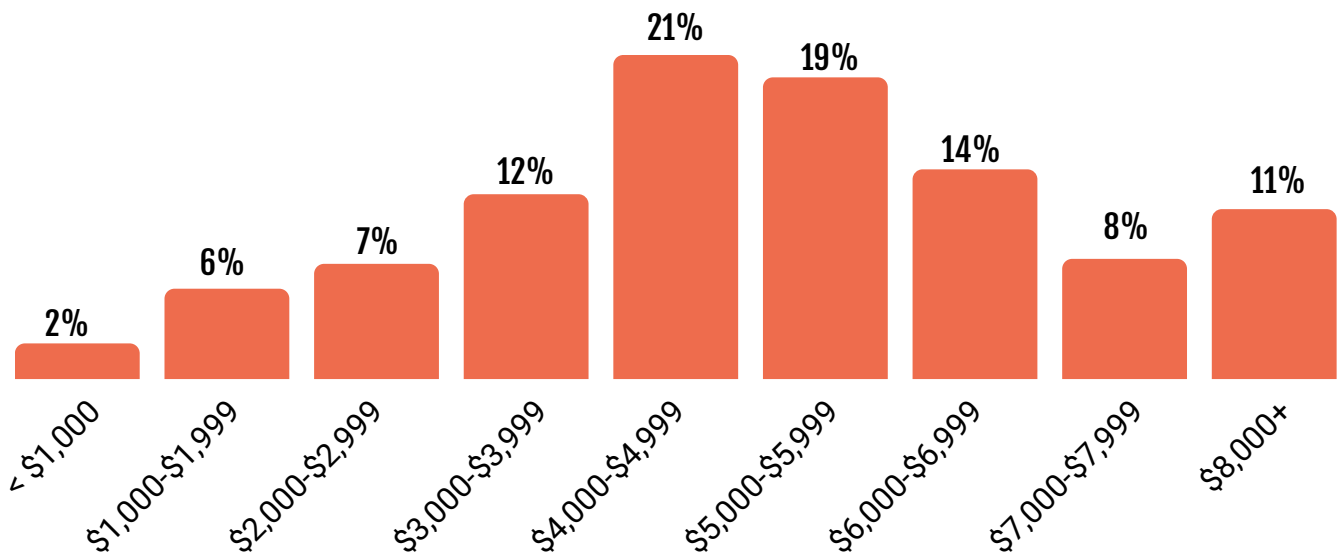


Pricing

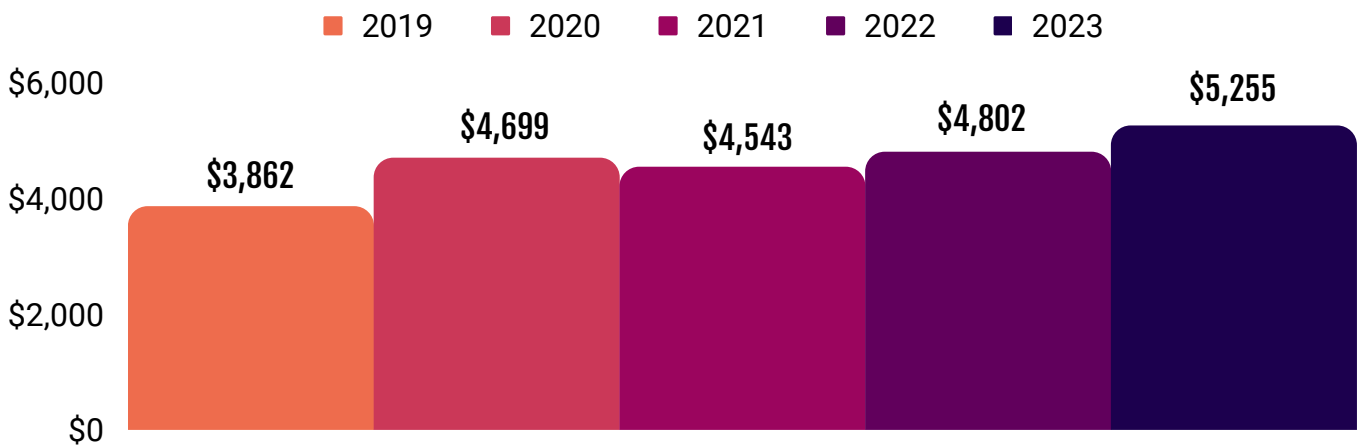
PACKAGES

Survey participants who indicated that they offered a package pricing option were asked a series of questions related to their package prices. Participants reported the price of their **most popular package** purchased by families. Prices were reported both in ranges and by exact dollar amount. Results are presented below as a percentage of the total responses.

Average Popular Package Price Range



Average Popular Package Price 2019–2023 Reporting Years





Pricing

PACKAGES

We broke down the average **most popular package** price by different filters to help provide more specific insights where helpful.

Demographics	Average Package Price
Years of Experience	
Fewer than 1	\$4,124
1-5 years	\$4,625
6-10 years	\$5,170
11+ years	\$6,069
Part Time vs. Full Time	
Working part-time	\$4,395
Building to full-time	\$4,513
Working full-time	\$5,750
Region	
Southwest	\$4,657
Midwest	\$4,826
Southeast	\$4,854
West Coast	\$4,865
Mountain West	\$5,036
Mid-Atlantic	\$5,743
Outside the US	\$5,991
Northeast	\$6,417

Average of lowest priced package offered

\$3,069

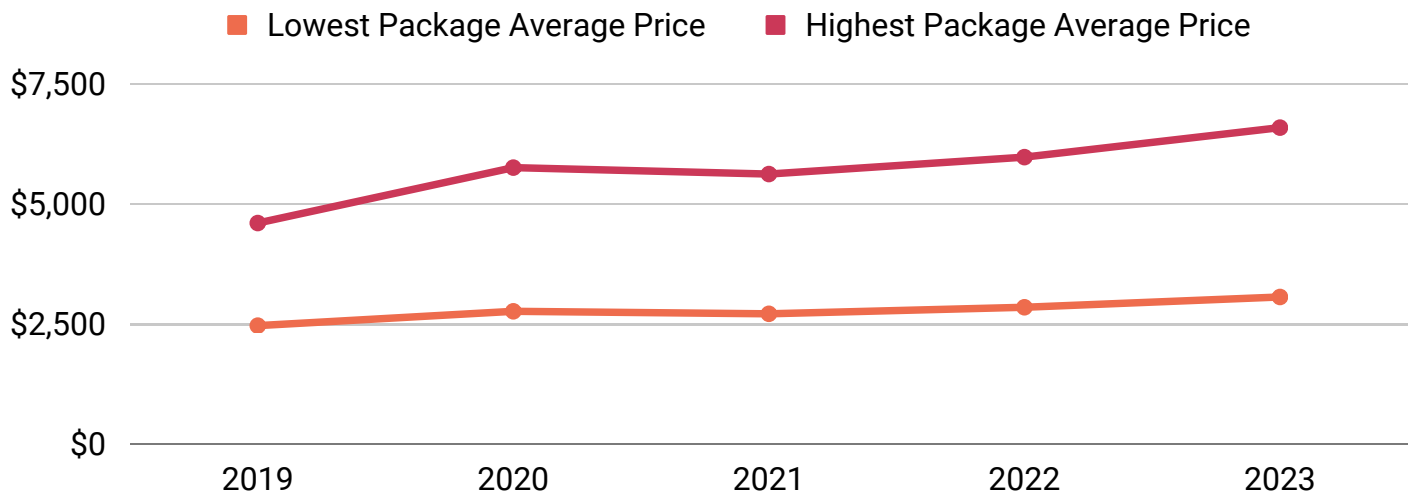
Up 7% from 2022

Average of highest priced package offered

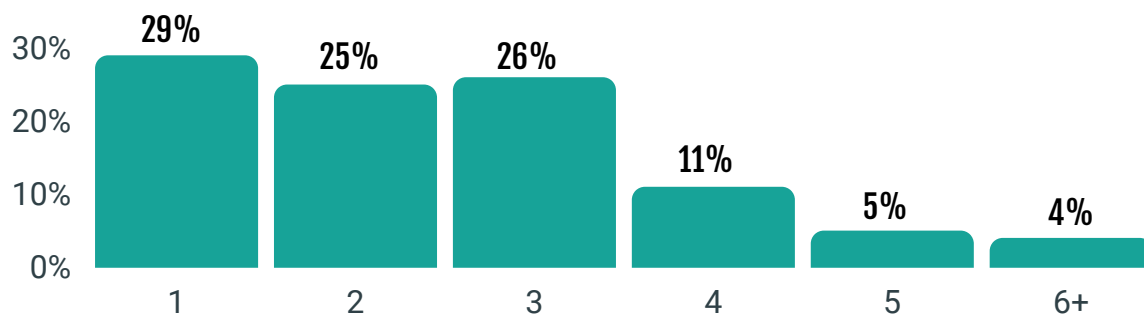
\$6,592

Up 10% from 2022

Package Price Range 2019–2023 Reporting Years

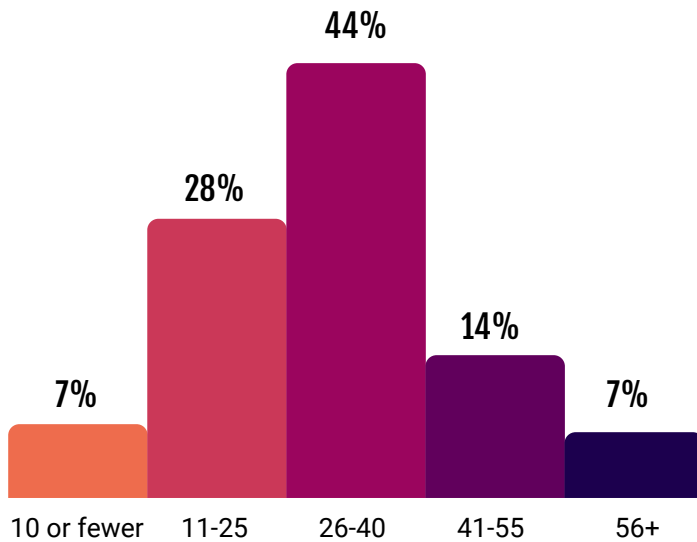


Number of Packages Options Offered to Clients



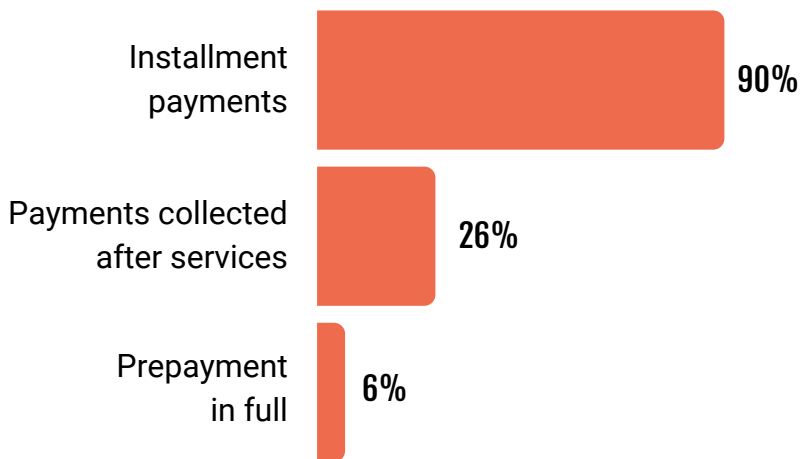
The majority of responses (**84%**) indicated that they did not offer refunds or the transfer of unused hours for purchased packages.

Average Hours Worked Per Client



Survey participants who offer packages were asked how many hours, on average, they worked with families. The majority of respondents (44%) reported working between 26-40 hours per client.

Timing of Payment



When asked about all the ways package payments were collected, 90% of participants indicated that they accepted payments in installments, with 70% **exclusively** collecting installment payments.

\$4,952

Average popular package price from the most reported state (CA)

\$6,104

Average popular package price reported by multi-consultant teams



Deep dive

HOURLY PRICING



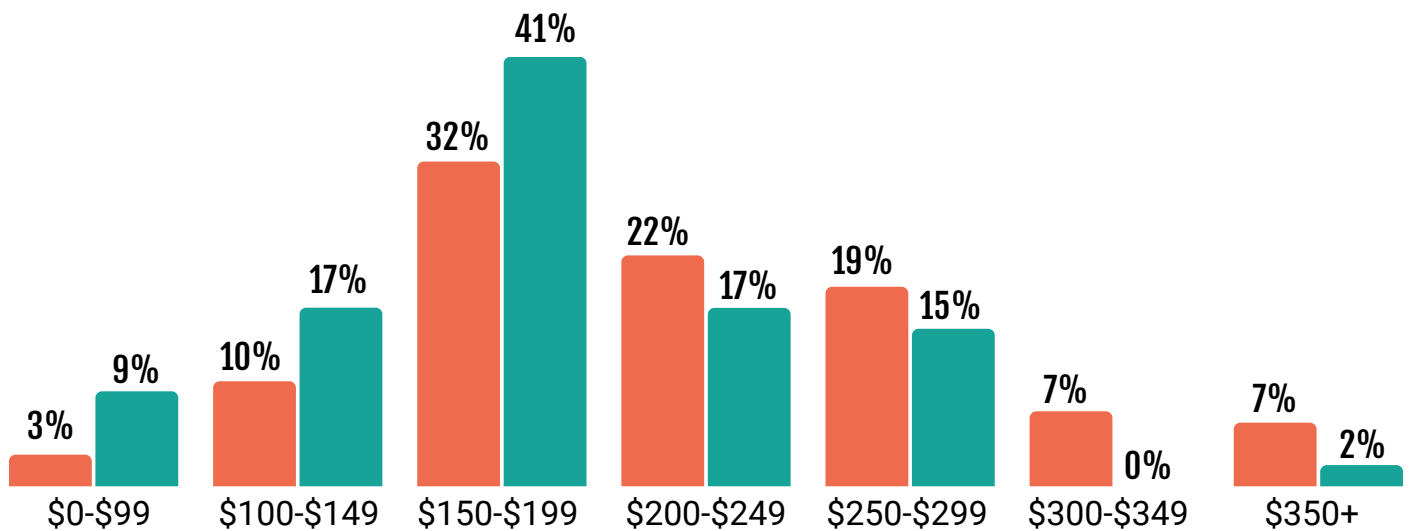


Pricing

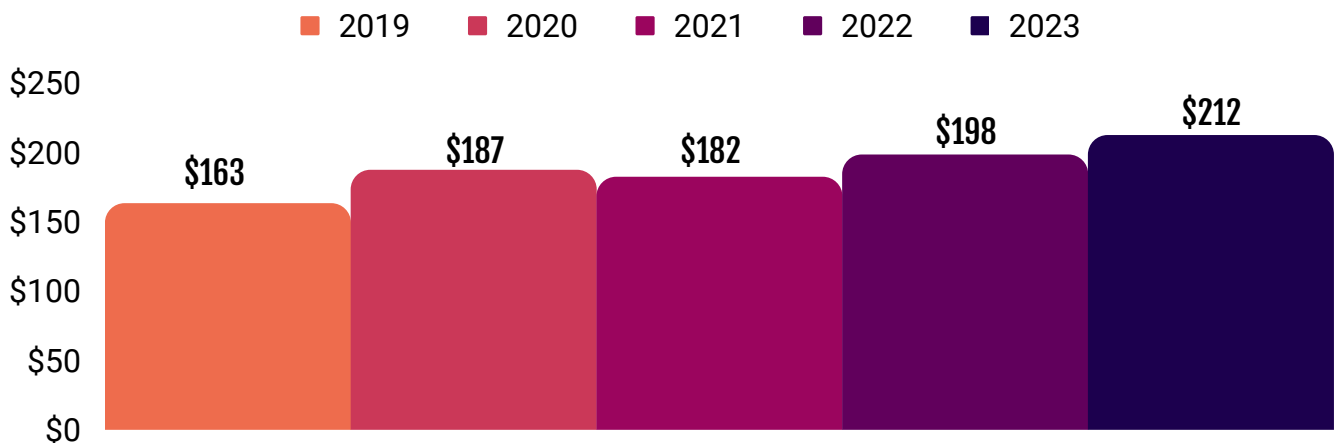
HOURLY

Survey participants who indicated that they offered an hourly pricing option, either exclusively or in combination with package options, were then asked a series of questions related to their hourly prices. Results are presented as a percentage of the total responses.

- Consultants offering both packages and hourly services
- Consultants exclusively offering hourly services



Average Hourly Rate 2019–2023 Reporting Years





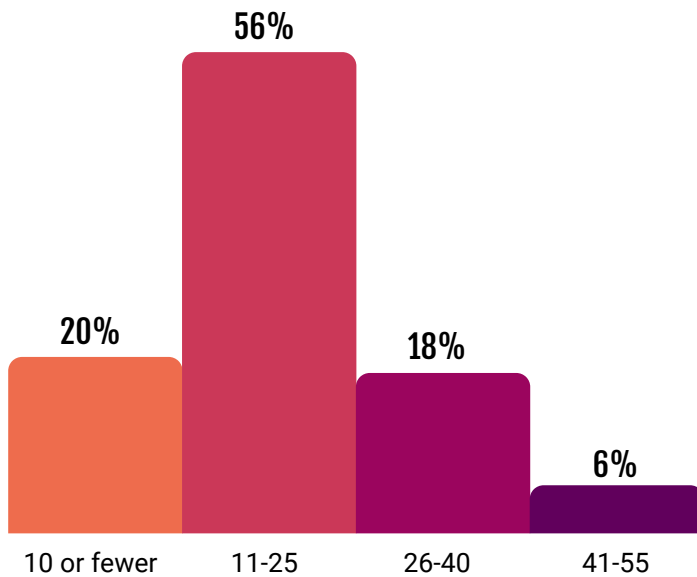
Pricing

HOURLY

We broke down the average **hourly rate** by different filters to help provide more specific insights where helpful. This includes all reported hourly rates.

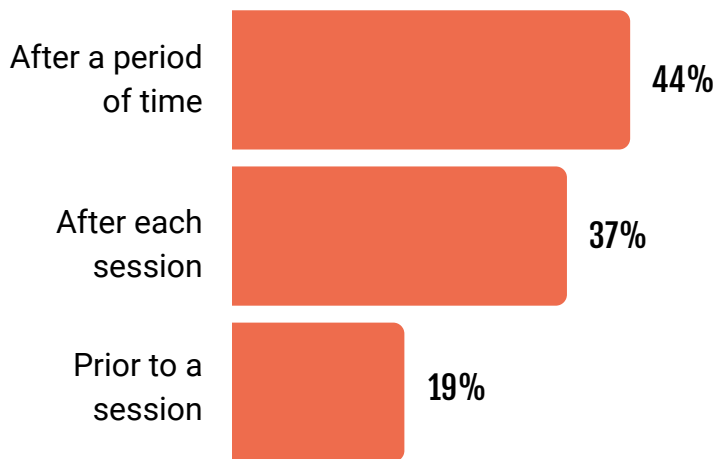
Demographics	Hourly Rate
Years of Experience	
Fewer than 1	\$178
1-5 years	\$200
6-10 years	\$203
11+ years	\$236
Part Time vs. Full Time	
Working part-time	\$197
Building to full-time	\$193
Working full-time	\$223
Region	
Outside the US	\$177
Southeast	\$183
Mountain West	\$197
Southwest	\$200
Midwest	\$207
West Coast	\$208
Northeast	\$248
Mid-Atlantic	\$250

Average Hours Worked Per Client



Those who only offer pay-as-you-go, hourly pricing were asked how many hours, on average, they worked with families. The majority of respondents (56%) reported working between 11-25 hours per client. Only 24% reported working more than 26 hours per student as compared to the 65% who worked 26+ hours with package paying clients.

Timing of Payment



When evaluating hourly pricing, we asked participants how they collected payment for services. Payment was most commonly (44%) collected after a period of time (weekly, biweekly, monthly, etc.) and 37% collected after each session.

\$213

Average hourly rate from the most reported state (CA)

NH

State with the highest reported hourly rate at \$332/hr

\$247

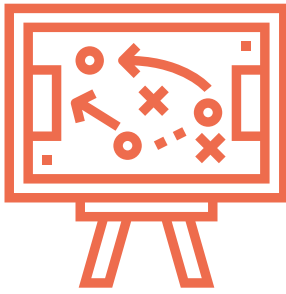
Average hourly rate reported by multi-consultant teams



Deep dive

PRICING STRATEGY



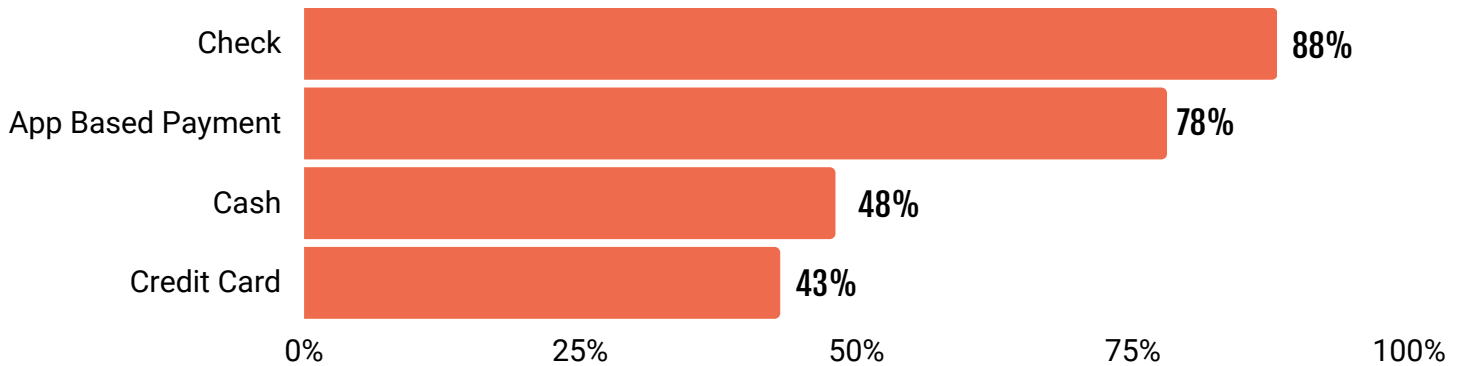


Pricing

STRATEGY

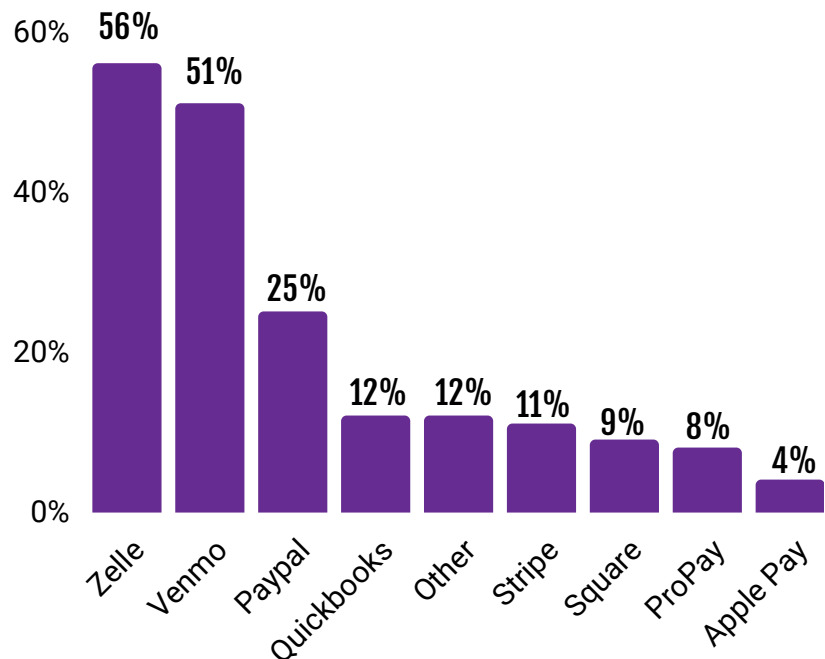
We asked all survey participants to weigh in on more general topics surrounding their practice's past pricing strategy. We gained information about the types of payment collected, sales and marketing strategies around the price, and the amount of discounted or pro bono packages offered each year. In the graphs, numbers are presented as a percentage of all responses.

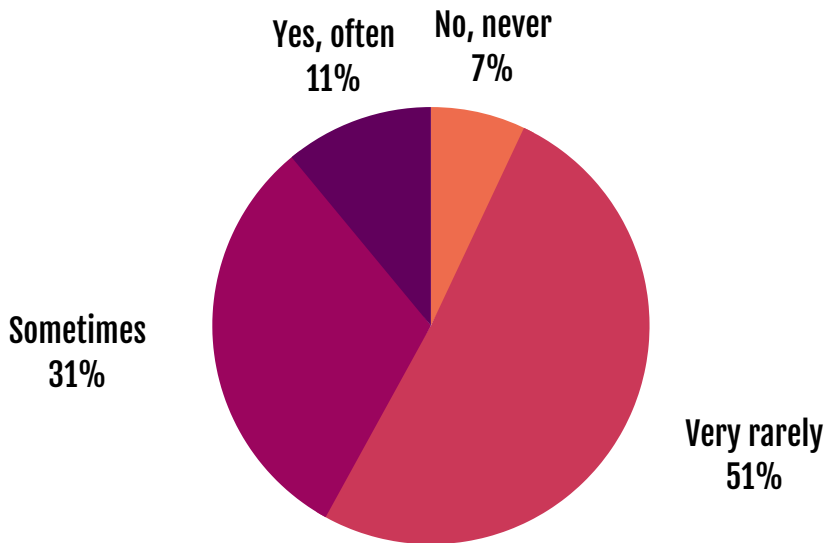
Payment Types Accepted



Software Tools

57% of participants reported accepting multiple forms of payment from families. We continued to see a large majority of consultants accepting online money transfer for payments, with Zelle and Venmo being the two most popular tools used.

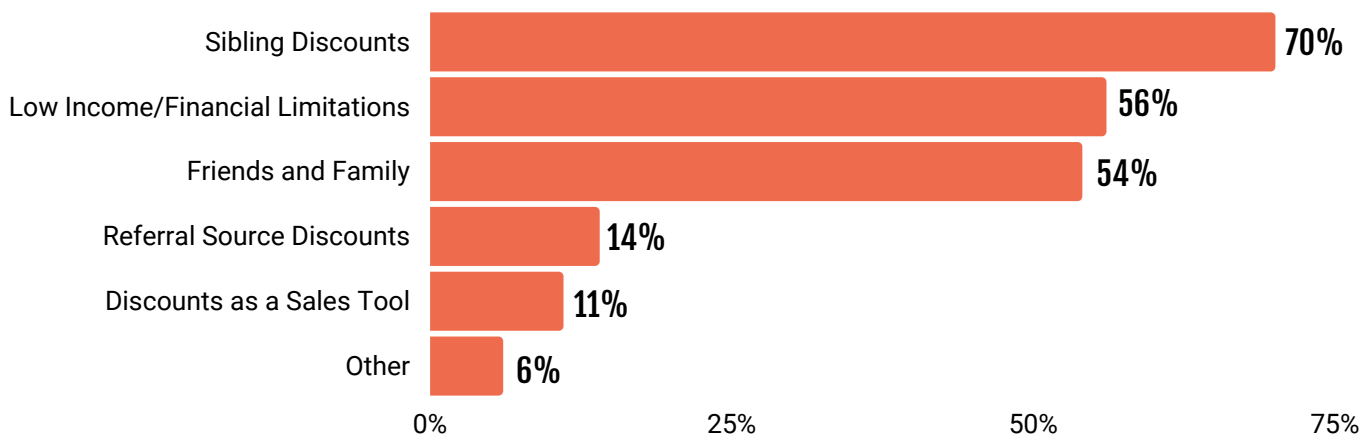




Discounts

Survey participants weighed in on their past experiences offering discounts including how often they offered discounts and to whom they offered these discounts.

Types of Discounts Offered



Other Noteworthy Points on Pricing

69%

reported that they raised their prices within the last 12 months.

- 87% reported that they take on pro bono clients, with 39% committing to taking on pro bono clients every year.
- 83% of survey participants did not publicize their rates.
- 13% charge differently based on the client's location
- Only 19% of survey participants charged for an initial consultation meeting; however, 12% of those responses stated that they roll this charge into a package if contracted.

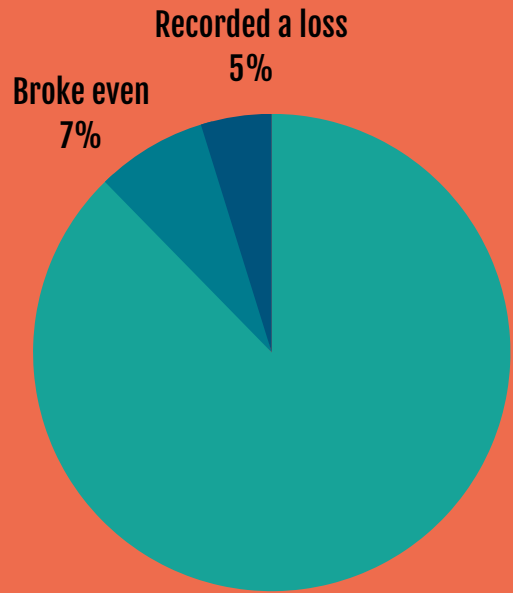


Deep dive

COMPANY OUTCOME



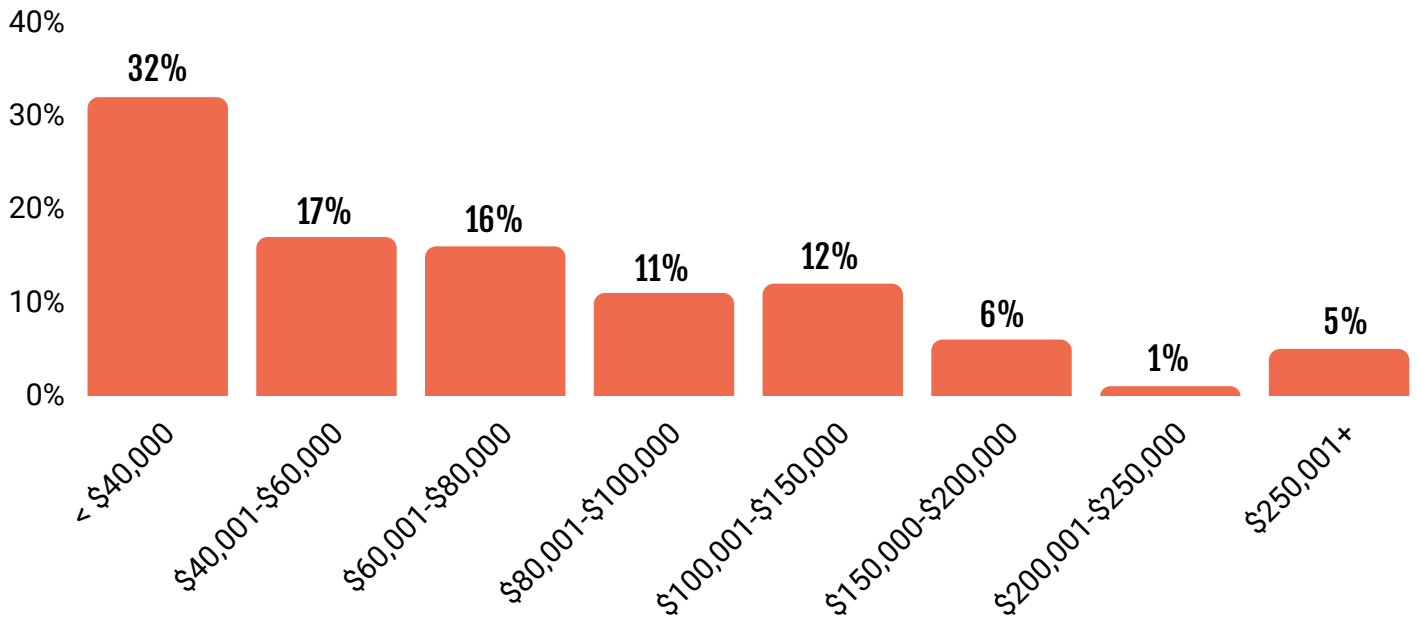
2022 Business Performance



88%
Made a Profit

Estimated Annual Personal Compensation

We asked survey participants to estimate their annual monetary compensation. 81% of total participants (549) answered this question and results are below.





CollegePlannerPro has helped hundreds of IECs grow their practices by streamlining business operations, communication, and organization, allowing consultants to focus on what matters most—their students.

Interested in learning more?

[Schedule a demo](#)

