



News Release

FOR IMMEDIATE RELEASE

Contact: Mitchell Slepian
212-596-6177
mslepian@aicpa.org

CPA FIRMS GROW DESPITE DECREASE IN MERGERS, *According to the 2006 National MAP Survey*

New York, NY (January 22, 2007) – CPA firms are experiencing strong growth with 76 percent reporting an increase in firm size in the last year, according to benchmark data in the 2006 National Management of an Accounting Practice (MAP) Survey conducted by the Private Companies Practice Section (PCPS) of the American Institute of Certified Public Accountants (AICPA) and the Texas Society of Certified Public Accountants (TSCPA). The recently released 2006 National MAP Survey found that the average partner compensation jumped 16 percent to \$185,892 and the average billing rate for partners was up 5 percent to \$168 since 2004. Merger activity, on the other hand, decreased from 15.2 percent to only 7.8 percent of firms growing by merger in 2006.

Nearly 2000 CPA firms from across the country participated in the comprehensive survey to provide national averages and meaningful benchmark data in areas such as billing rates, expenses, revenue, realization, service offerings, staffing, marketing and benefits. As the data is delineated by region and firm size, CPAs can compare their own financial results and practice management policies with firms much like their own.

“The survey is an excellent resource for firms of all sizes, however it provides an exceptional opportunity for smaller firms to get a big-picture view of billing, compensation and other trends within their own markets,” said James Metzler, Vice President of Small CPA Firm Interests for the AICPA. “Firms use the survey to identify their strengths and understand where they may be facing competitive challenges.”

- more -

Despite strong growth, the 2006 National MAP Survey confirms that succession planning remains a stumbling block for many firms facing the imminent retirement of a generation of Baby Boomers. The survey found that only 24.1 percent of firms have a succession plan and only 7.2 percent of firms have partner-in-training programs. Compounding this looming crisis, firms spent only 0.8 percent of their expenses on Continuing Professional Education (CPE) which is less than what they spent on promotion and marketing.

These findings, along with a host of additional benchmarking data, are expanded upon in a detailed 10-page analysis which is available to the public on the PCPS Web site. PCPS firms can download the 2006 National MAP Survey results as a free member benefit via the PCPS Web site. Non-PCPS firms can purchase a copy of the national report. For further information, please visit www.aicpa.org/pcps.

The National MAP Survey, conducted since 2002, is a joint survey by the PCPS and the Texas Society of Certified Public Accountants (TSCPA) and sponsored by Aon Insurance Services, Robert Half Management Resources and the Paychex Partner Program from AICPA Business Solutions.

PCPS is a community of AICPA firms committed to making practicing CPAs and their firms successful. Drawing on the strength of almost 6,000 local and regional CPA firms and their staff of more than 83,000 CPAs from across the United States, PCPS offers members valuable practice management resources and provides practicing CPAs and their firms with an important voice in the profession. PCPS is a membership section of the AICPA and is the home for CPA firms that strive for excellence in serving their clients, managing their people and growing their practices.

The American Institute of Certified Public Accountants (www.aicpa.org) is the national, professional association of CPAs, with approximately 330,000 members, including CPAs in business and industry, public practice, government, and education. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination.

Media representatives are invited to visit the AICPA Online Media Center at www.aicpa.org/Media+Center/.

###