Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

Pricing

The success of any business – including ours – depends on its ability to deliver high value to clients at a well-controlled price. This document is meant to describe our pricing policies designed to drive successful relationships.

Suitability must be considered first

First, before considering acceptance or pricing of any engagement, we are required to consider suitability. Among the suitability considerations, we must consider value and pricing strategy. This means that we must conclude that the estimated benefits and value of the project for you will likely exceed the estimated price of the project set by us. Only after making this determination that the work is suitable may we offer pricing. Not everyone needs to work with a CPA, and if we do not feel our services will add value or are needed, we will not propose additional services but are available for coaching or consulting if needed.

Pricing approach

All services are billed as either a **single occurrence** or **as ongoing**. Single services are billed via invoice and are payable on receipt. Recurring or ongoing work is billed as automatic pre-approved ACH or credit card payments. Most of our bookkeeping and some of our tax services is the ongoing type. I may limit the number of single-occurrence engagements accepted or price them at a higher level in favor of prioritizing support for ongoing relationships.

Built-in cost control measures

We use tools to keep prices down. For example, many aspects of our virtual accounting practice are designed to keep costs lean and offer competitive price advantages over larger, more traditional “bricks and mortar” firms. Our engagement agreement, for example, contains many cost-control features designed to let us deliver maximum value at the lowest cost. Pricing is important to success in the small business market. I use the same cost control strategies as recommended to my small business clients to maintain a

Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

low-price, high-value competitive advantage in my field. The savings are then passed on to clients in the form of lower pricing.

This high-value competitive pricing strategy depends on a few operational procedures:

1. **Written agreements** help improve communication about the details of engagements and our expectations.
2. **Electronic payments** made timely, usually in advance of our work or planned dates, to help reduce cost.
3. **Work scheduling to avoid last-minute rush**. Fees are higher before a tax filing deadline.
4. **Ongoing informal electronic communication** to keep in touch while 'on the go' to supplement video and telephone sessions. I typically send two updates on active projects.

If you opt to avoid these cost-control services, then the resulting fees will be higher.

Average or median fees

The total combined average fee for all services (accounting, tax, and other services) is about $6,000 per client over the course of a year. This includes the entire range of services provided.

Minimum or standard fees

The typical minimum or standard starting fee is $350 per return for an individual client and $1,900 per return for an entity. For bookkeeping, it ranges from $350-800 per month. For tax planning, it ranges from $2,000-$5,000 per quarter with tax projections averaging $1,200 per quarter. We rely on this formula when we really do not have a clear plan developed yet as to what work lies ahead.

Retainer

A retainer is required for all tax work and may be required for larger projects and any clean-up work. For individual tax returns, the retainer is $300, and for entity returns the retainer is $700. For any bookkeeping or larger projects, the retainer is typically two times the hourly rate.

Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

Tax preparation rates

The price for individual tax preparation services is based on a table. A copy of this rate table is available on request, and a sample of different fee ranges is included at the end of this document. This table lists each tax form and the price for preparing each. In some cases, we may agree on a “flat rate” that overrides the table rates.

Third-party contracted services

We rely on the work, products, and services of other individuals and firms. When we are simply re-billing a service provided by another firm, the fee is typically 25% more than the original cost (aka “25% markup”). More often, however, we integrate our work with this third-party service, and so the resulting price is a blend of the third-party cost and our own fee.

Hourly rates

Services are generally estimated in advance, and for individual returns are not based on an hourly rate. However, it is often either useful or sometimes required to use an hourly rate of billed labor for budgeting, contracting, planning, comparison, or discussion purposes. The rates below are listed for that reason only.

Bookkeeping with tax prep

$500 per hour

Entity Tax filing services

$950 per hour

Short-term projects under an hour: $35 per ten-minute increment

In all service categories, higher rates apply during rush periods before tax filing deadlines for overtime and work that must be scheduled during evenings and weekends.

Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

Payment Policy:

All invoices are due upon receipt, except for retainer invoices, which are due by the date your tax information is due to me (1 month before the tax deadline).

Discounts and Referrals:

Available discounts:

- **LIFETIME DISCOUNT:** ***not available after 12/31/21 except for existing recipients*.**
- **NONPROFIT DISCOUNT:** A 10% discount will be provided for all nonprofit clients except for any fixed fees.
- **REVIEWS:** A 5% discount will be included for all positive reviews submitted via the feedback form on our website or TaxDome, Facebook, Google, and Yelp. An image or link to review must be provided to receive the discount. Reviews may be used for promotional materials.

Client referrals/appreciation policy:

- We appreciate any client that is sent our way. For each client that is engaged, you will receive a form to select a gift card that will be sent to your e-mail on file.
- Each client referred, whether engaged or not, will give you an entry to our year-end thank you “raffle,” where we will either make a donation to a charity of your choice or give you a gift certificate to use at one of our clients’ businesses.

Discount/appreciation policy:

- Discounts are included on the final billing for clients who are in good standing.
- Discounts are not given on any flat fee billing or on any services already discounted.
- Only one discount is allowed per year.

To be in good standing, all outstanding invoices must be paid, and you cannot be more than 10 days late on any invoice. If your invoice remains unpaid ten days after the due date (this does not apply to retainer invoices), you will no longer be eligible to receive discounts.

If your discount is subject to a contract and you cancel prior to the end of the contract, you will no longer be eligible for discounts, and there is no way to restore your ability to receive discounts.

If you think you are missing a discount, please reach out prior to paying your invoice so the discount can be applied, if applicable.

Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

Tax and Related Service Sample Price List

Red	$350
	W-2s (up to 3) Interest income

Orange	$700 - $900
	W-2s (unlimited) Interest income Dividend Income – 2 accounts Stock sales - 3 trades Education-related deductions (tuition and/or student loan interest) HSA or retirement savings credits

Yellow	$1,000 - $1,200
	W-2s (unlimited) Retirement distributions (1099-R) Interest income Dividend Income – 2 accounts Itemized deductions Stock Sales - medium trading Child-related tax items, including: Household employees or Earned Income Credit Child and Dependent Care

Green	$1,100 - $1,300
	W-2s (unlimited) Interest income Dividend Income Itemized deductions A schedule C business (independent contractor/1099-NEC recipients/SMLLC with no fixed assets) or rental property* K-1 recipients

Mickele Nowden CPA
mickele@mickelenowdencpa.com
Phone: (510) 689-1845
Fax: (510) 954-3115

	$1,300 - $1,500
Blue	W-2s (unlimited) Interest income/dividend income Stock Sales including virtual currency (crypto) Itemized deductions Child-related tax items, including: Household employees or Earned Income Credit Child and Dependent Care A Schedule C business (independent contractor/1099-NEC recipients/SMLLC with no fixed assets) or rental property* K-1 recipients

	$1,400+
Indigo	W-2s (unlimited) Interest income Dividend Income Itemized deductions Multiple businesses or rental properties, including ownership in a flow-through entity (K-1)*

	$350 - $4,000+
Violet	Any combination of the above-listed items Income over $200k Foreign assets or accounts Employee stock options RDP or MFS in community property states Multiple states

	Please see work plan for an estimate of your rates
Hourly services	Business returns (min 2 hours) or flat fee if bookkeeping is done *Adjustments to books related to a business or rental property Updates to a return related to changes to business or rental property due to client requests (does not apply to corrections) Tax Projections