



2024 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 past pricing model and policies. With 670 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 2023.

After conducting this survey for our sixth 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 in 2023. Read on for a deeper dive.

Average Hourly Rate

\$224/hr

Up 6% from 2023

Average Total Cost of Services Per Student

\$5,838

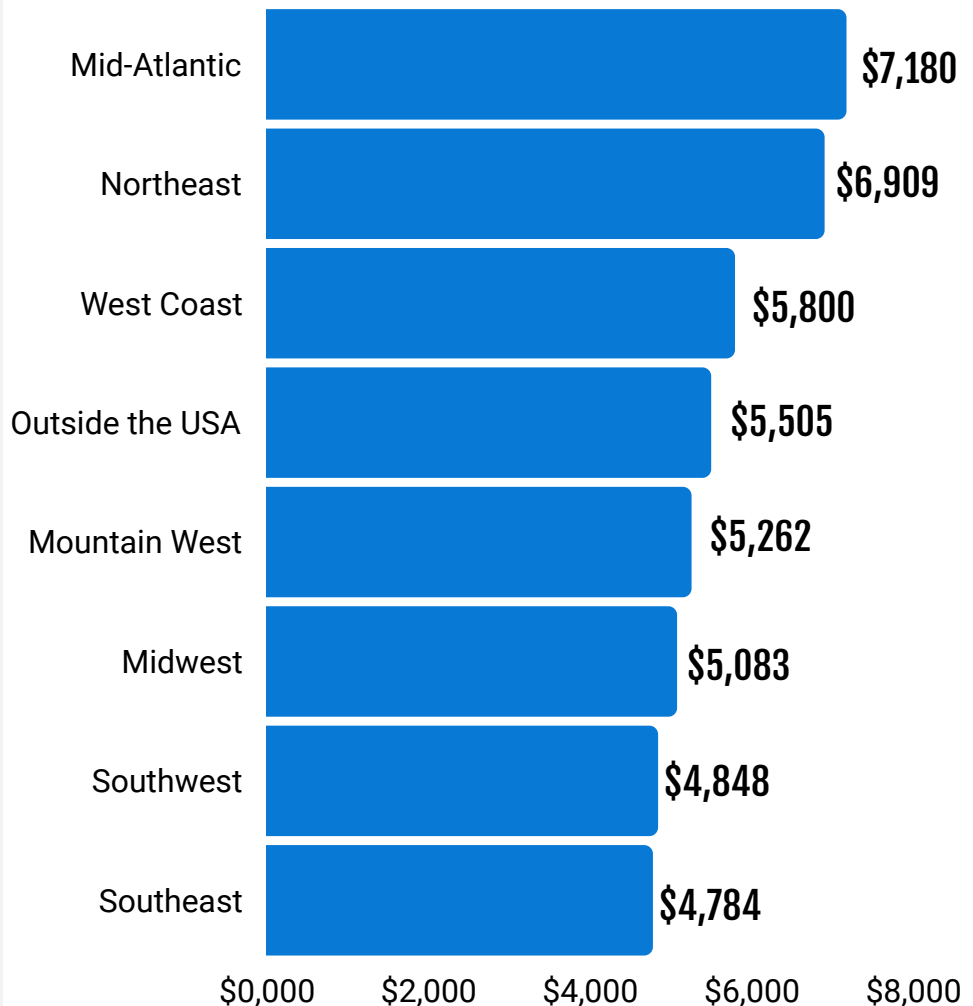
Up 11% from 2023

Service Offerings

92%

Bundle or package their services

Average Total Cost of Services Per Student By Region





Who we heard from

DEMOGRAPHICS





Demographics

REGION

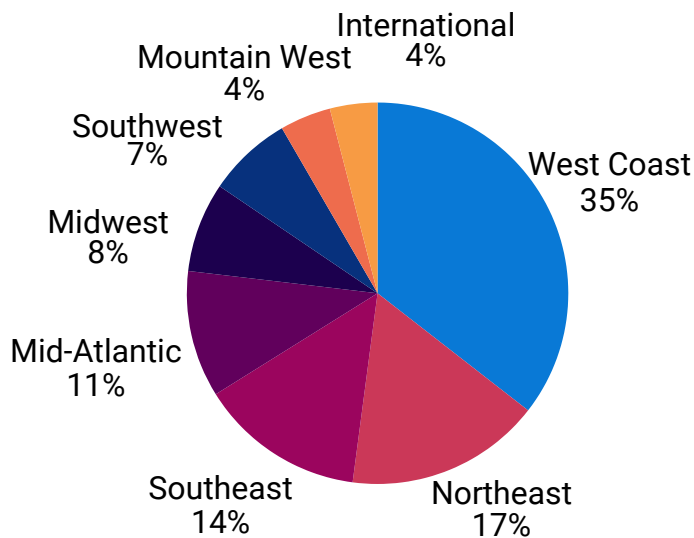


We had 670 individual responses to the IEC pricing survey. Each survey participant self-identified as an IEC; however, the size, location, and logistics of each practice varied. This information should be used to help contextualize the survey data. We will start by presenting the demographic breakdown of the participants as a whole. We will also break down additional data points into specific demographic subsets where we found them valuable.

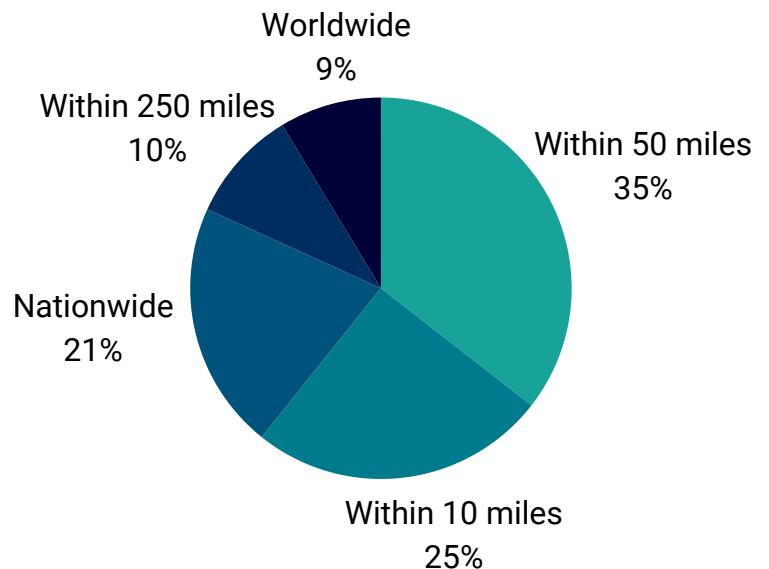
Most Reported States



Region



Service Area



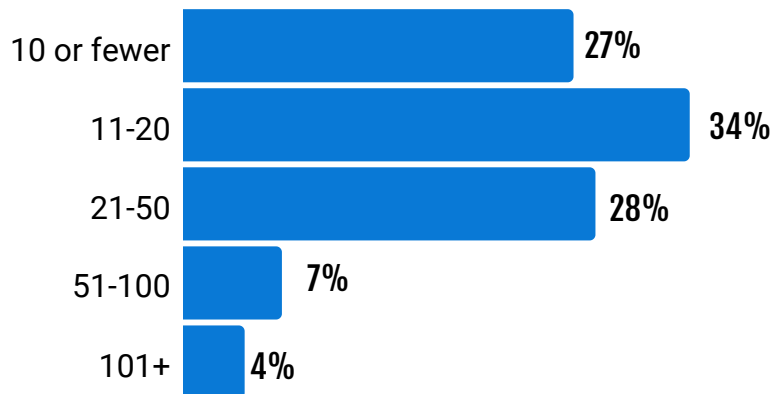


Demographics

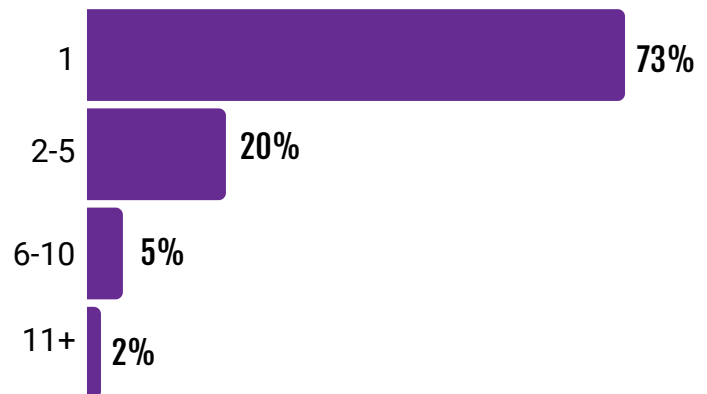
COMPANY

In addition to the location and service area, we asked about the number of students consultants work with 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 6 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.**

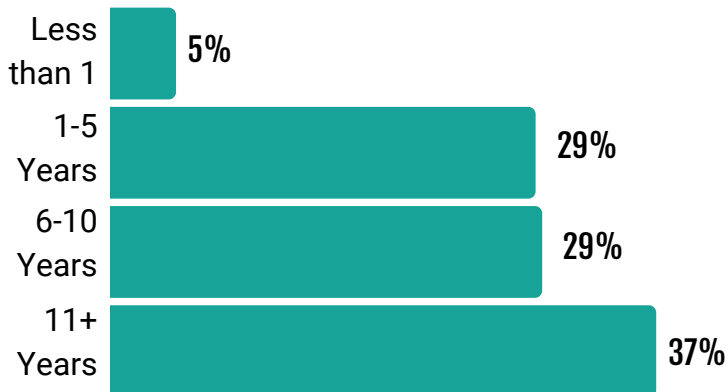
Number of Students



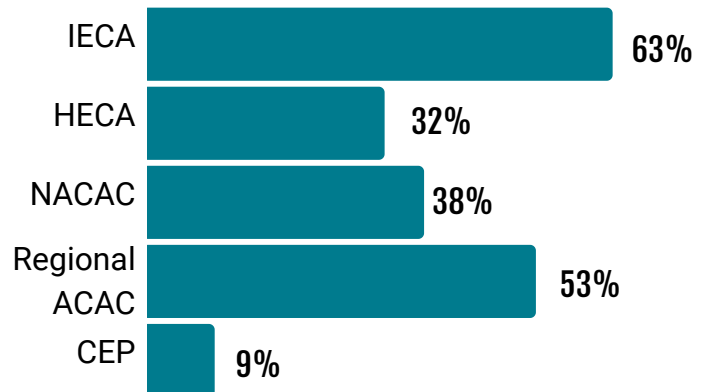
Size of Team



Years in Business



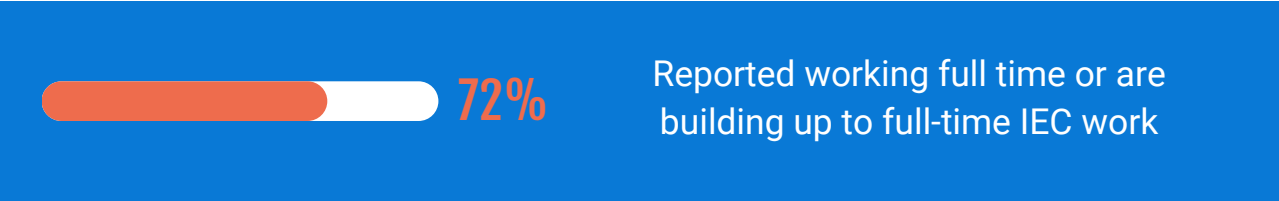
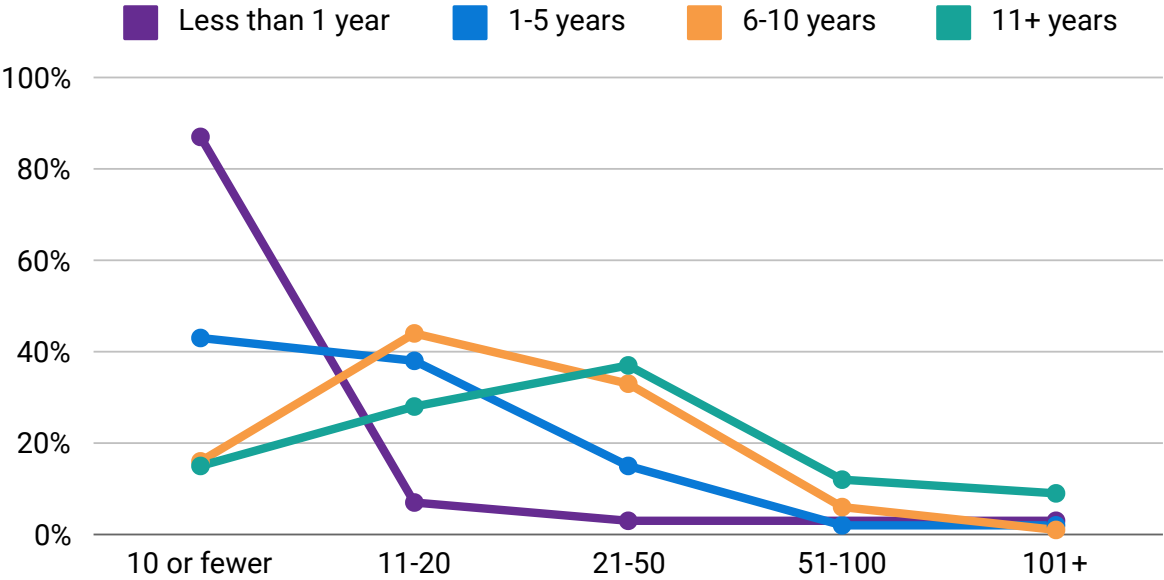
Professional Memberships



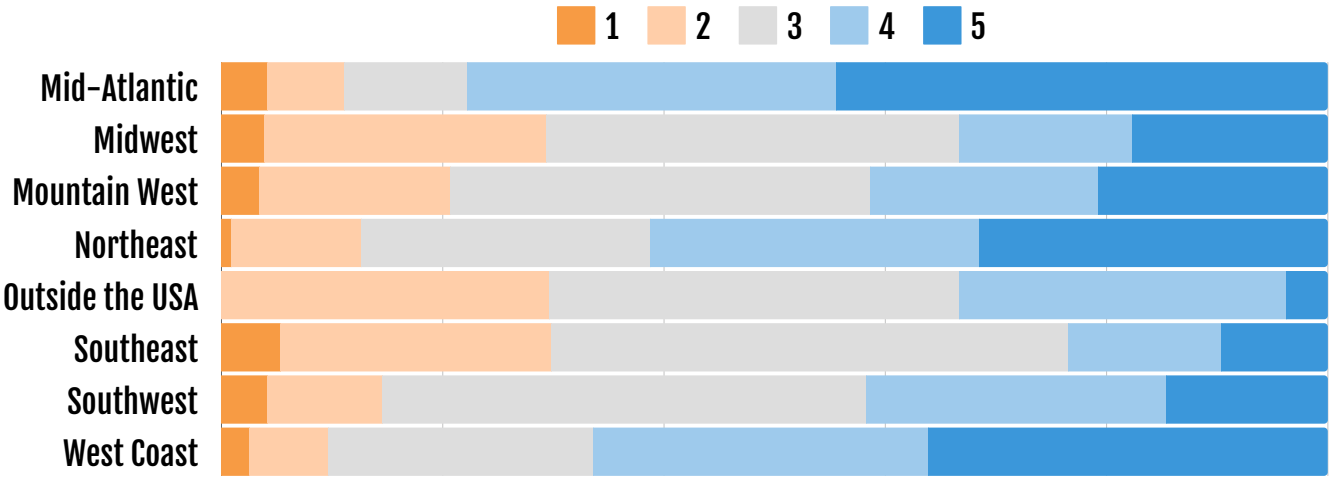
- 89% reported at least 1 professional affiliation
- 63% reported multiple affiliations

Taking a closer look, the graph below explores the relationship between number of clients per class by the years of experience the consultant reported. **87% 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



Presence of Direct Competition by Region



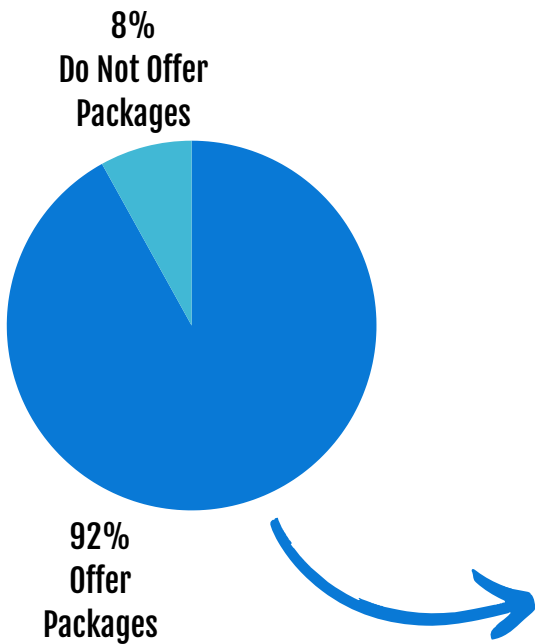


What's offered

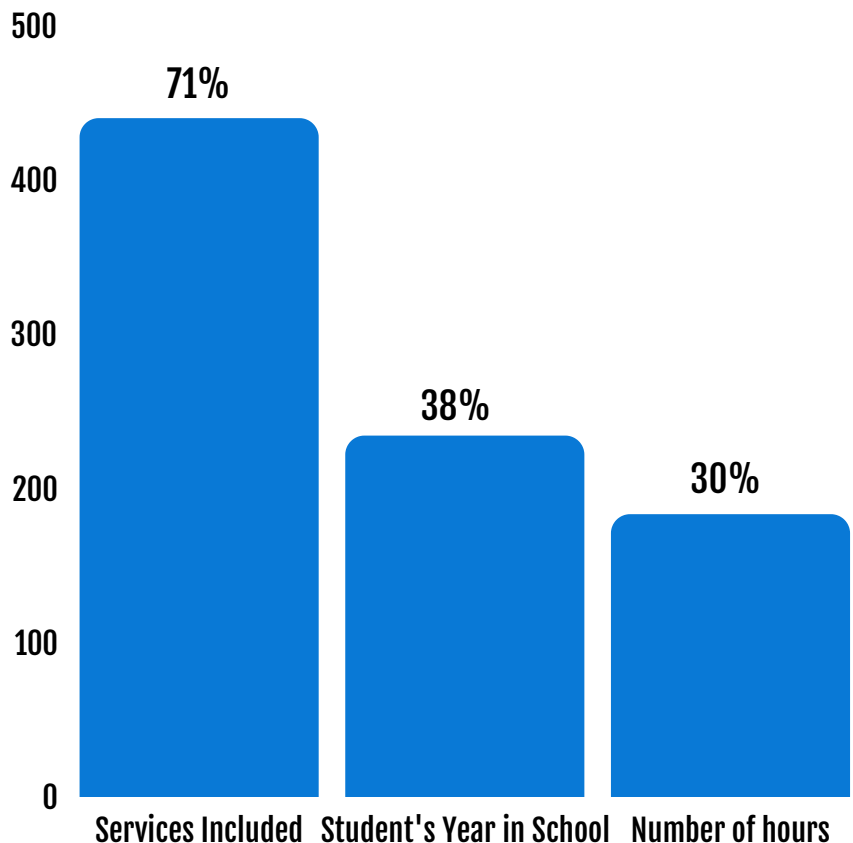
PRICING OPTIONS

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. Those who offered packages, reported various package structures. Of consultants who offered packages, 28% offered a variety of packages based on different factors (services offered, bundled hours and/or a student's year in high school).

Packages vs. Hourly



Package Based On



Survey participants were asked to "check all that apply" here. In the graph, numbers are presented as a percentage of all responses.



Deep dive

PACKAGE PRICING



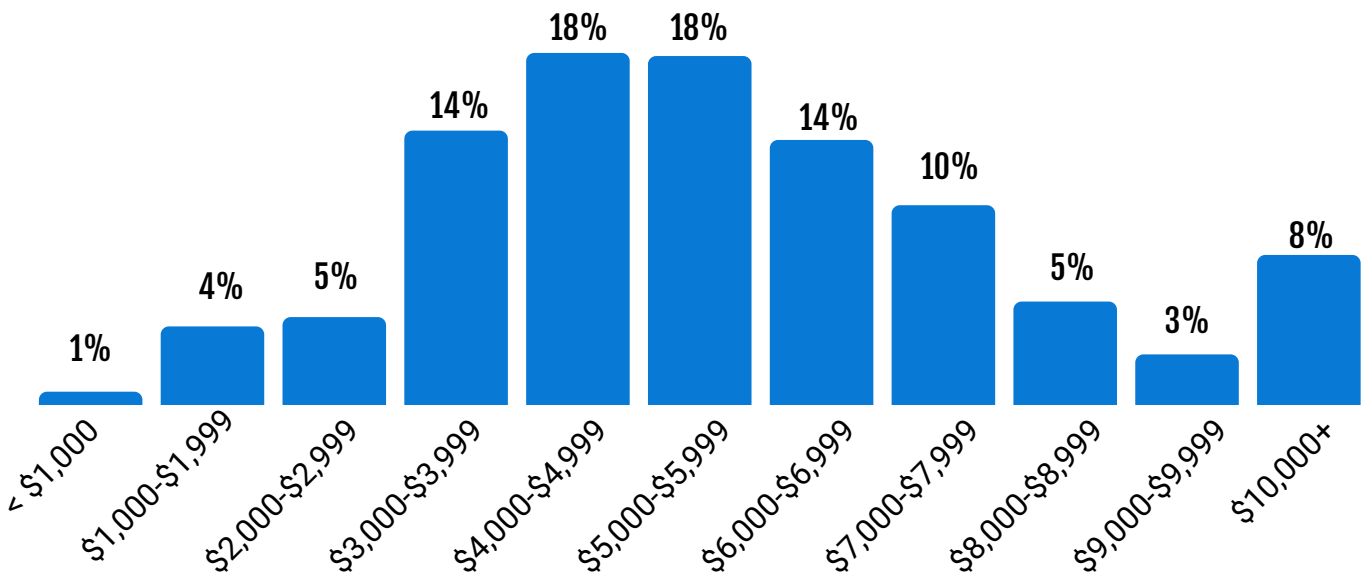


Pricing

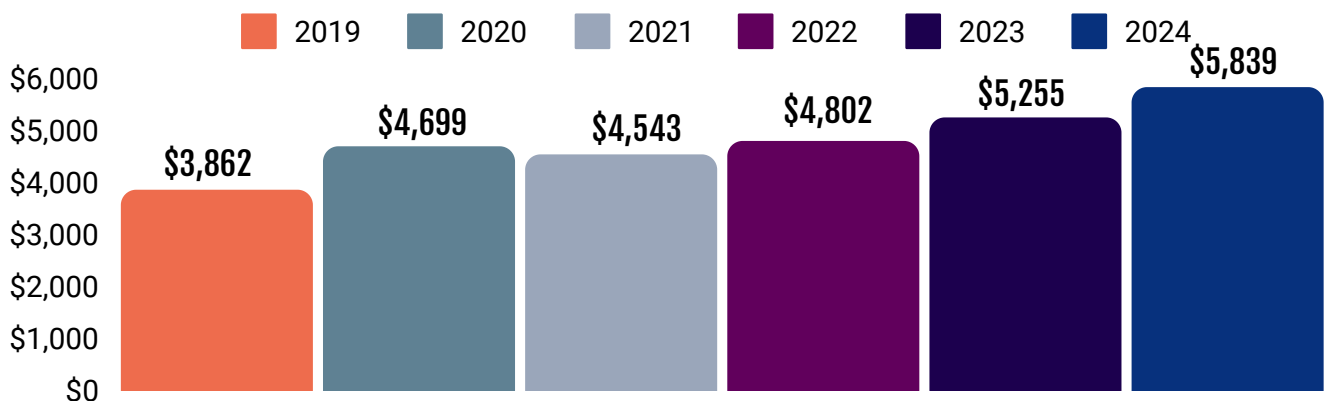
PACKAGES

Survey participants who indicated that they offered a package pricing option were asked a series of questions related to their previous package prices. Historically, we have asked participants to share pricing of their “most popular” package. This year, we asked participants about the total sum of money that most families paid, inclusive of all services throughout the lifespan of their work with a family, to better understand total fees. Prices were reported both in ranges and by exact dollar amount. Results are presented below as a percentage of the total responses.

Average Total Cost of Services Per Student



Average Total Package Price 2019–2024 Reporting Years



As a reminder, the 2024 responses focused on "total fees paid," while the reporting years 2019-2023 centered around the "most popular package."



Pricing

PACKAGES

We broke down the average **total cost of services per student** by different filters to help provide more specific insights where helpful.

Demographics	Average Total Cost of Services Per Student
Years of Experience	
Fewer than 1	\$4,590
1-5 years	\$5,333
6-10 years	\$5,520
11+ years	\$6,626
Part Time vs. Full Time	
Working part-time	\$4,822
Building to full-time	\$4,786
Working full-time	\$6,483
Region	
Southeast	\$4,784
Southwest	\$4,848
Midwest	\$5,083
Mountain West	\$5,262
Outside the USA	\$5,505
West Coast	\$5,800
Northeast	\$6,909
Mid-Atlantic	\$7,180

Average of lowest priced package offered

\$3,332

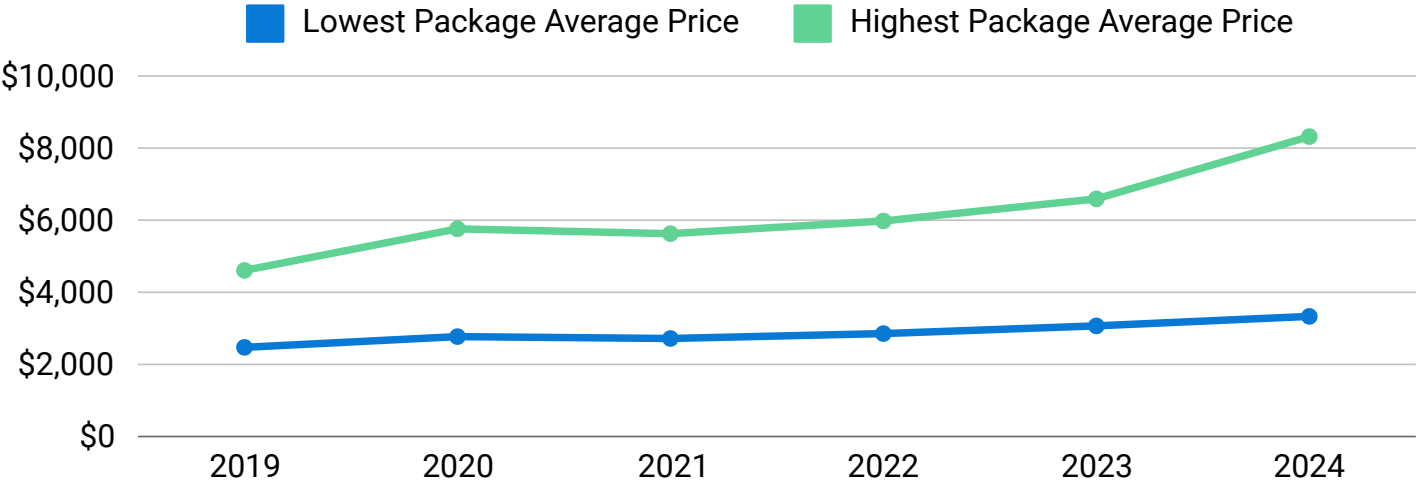
Up 9% from 2023

Average of highest priced package offered

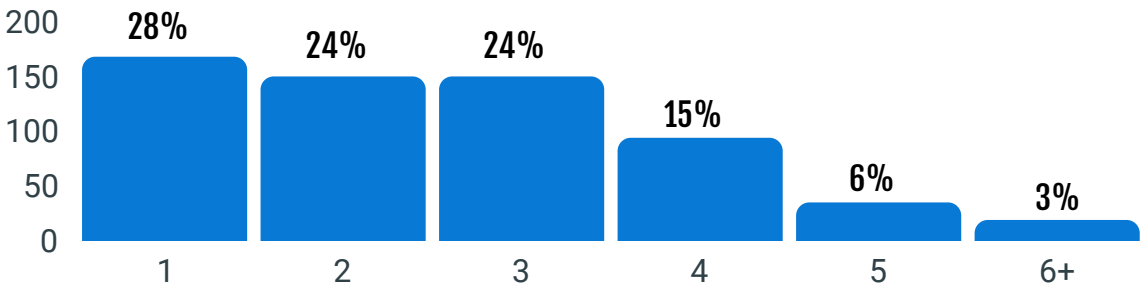
\$8,318

Up 26% from 2023

Package Price Range 2019–2024 Reporting Years

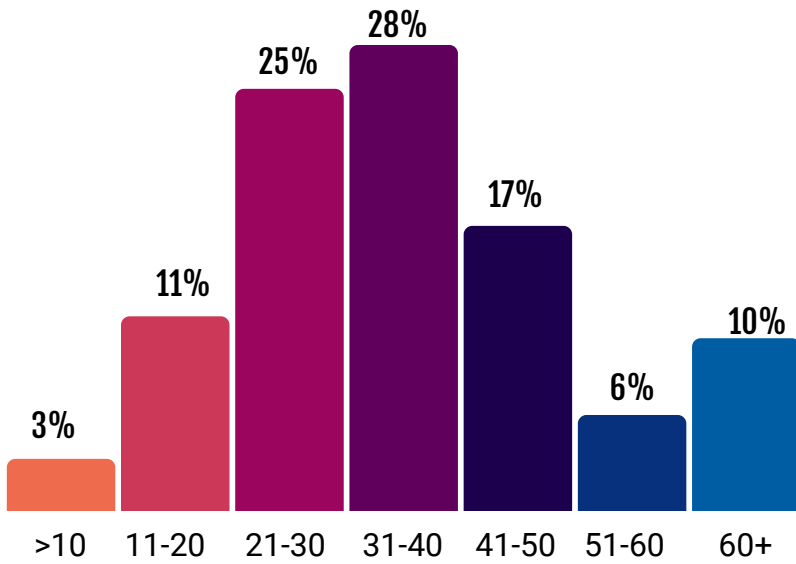


Number of Packages Options Offered to Clients



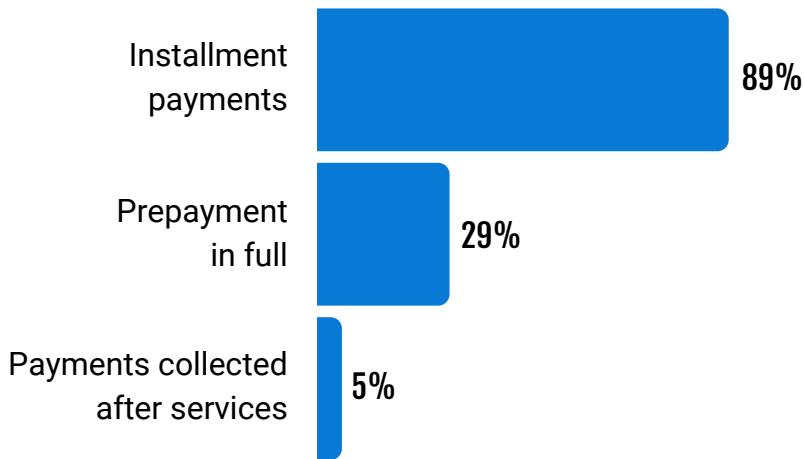
The majority of responses (74%) indicated that they did not offer refunds or the transfer of unused hours for purchased packages.

Average Hours Worked Per Client



Survey participants who offer packages were asked how many hours, on average, they worked with families throughout the duration of their relationship. The majority of respondents (53%) reported working between 21-40 hours per client.

Timing of Payment



When asked about all the ways package payments were collected, 89% of participants indicated that they accepted payments in installments, with 68% **exclusively** collecting installment payments.

\$6,139

Average total fee paid per student from the most reported state (CA).
24% increase over 2023 pricing.

\$7,420

Average total fee paid per student reported by multi-consultant teams.
22% increase over 2023 pricing.



Deep dive

HOURLY PRICING



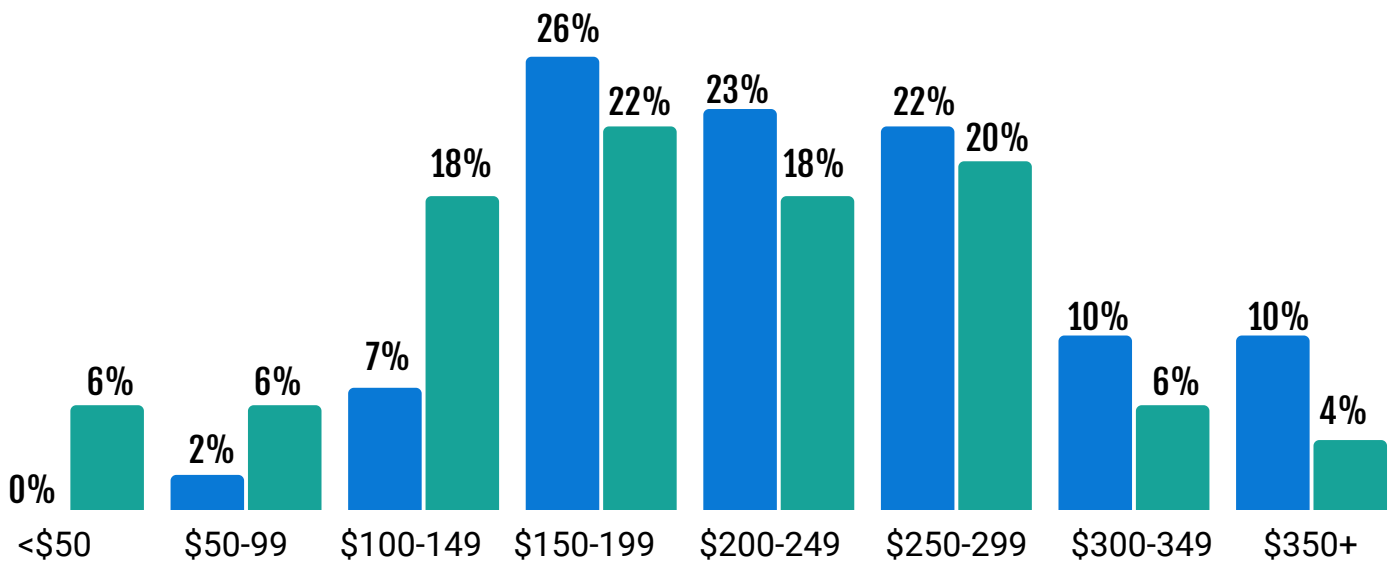


Pricing

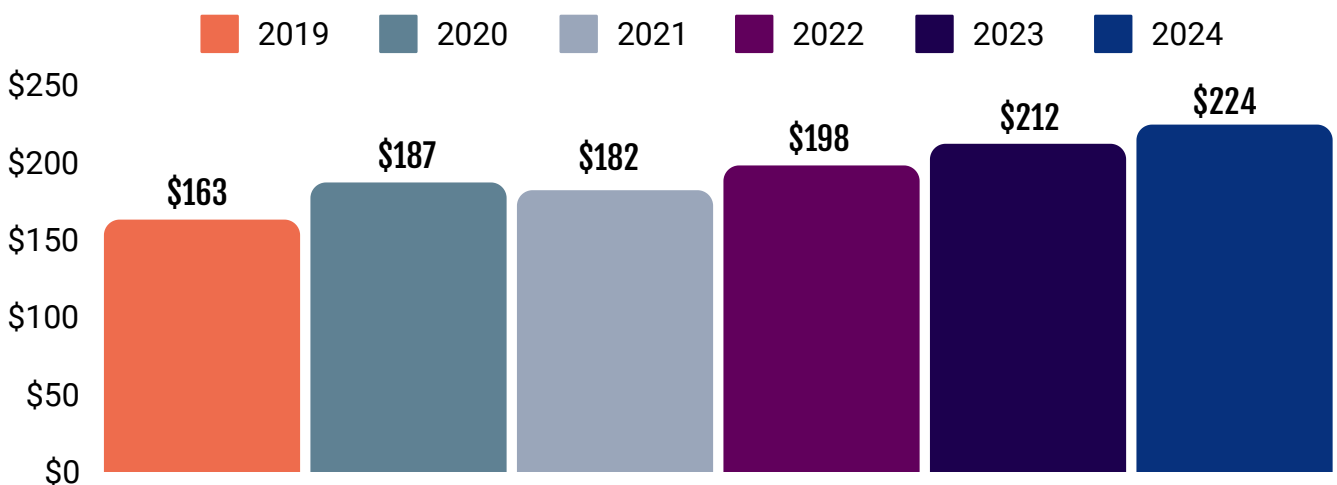
HOURLY

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 last year's 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 2019-2024 Reporting Years





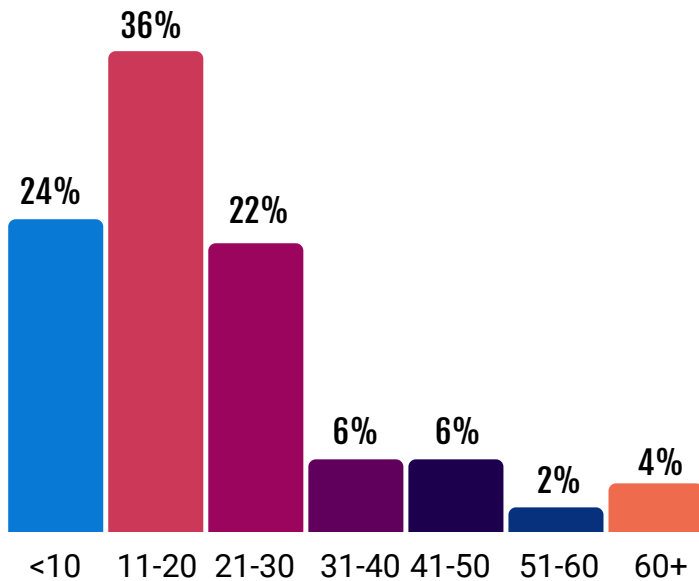
Pricing

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.

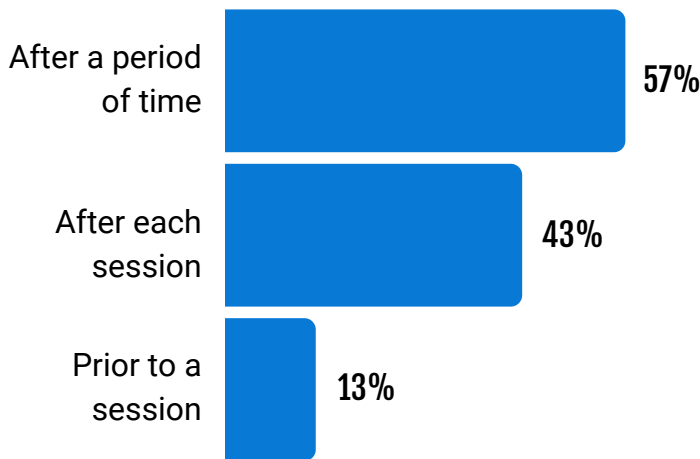
Demographics	Hourly Rate
Years of Experience	
Fewer than 1	\$179
1-5 years	\$203
6-10 years	\$221
11+ years	\$248
Part Time vs. Full Time	
Working part-time	\$197
Building to full-time	\$204
Working full-time	\$242
Region	
Outside the USA	\$176
Southwest	\$196
Southeast	\$205
Mountain West	\$219
Midwest	\$219
West Coast	\$226
Mid-Atlantic	\$248
Northeast	\$249

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 (36%) reported working between 11-20 hours per client. Only 18% reported working more than 30 hours per student as compared to the 61% who worked 30+ 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 (57%) collected after a period of time (weekly, biweekly, monthly, etc.) and 43% collected after each session.

\$232

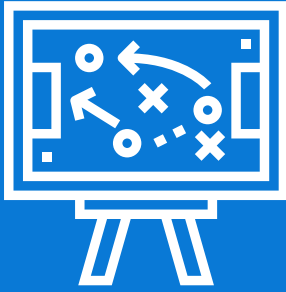
Average hourly rate from the most reported state (CA)

\$500

Highest reported hourly rate

\$258

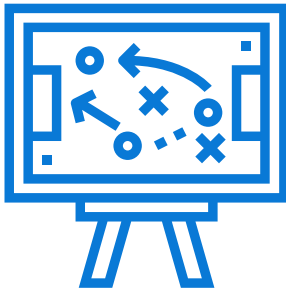
Average hourly rate reported by multi-consultant teams



Deep dive

PRICING STRATEGY



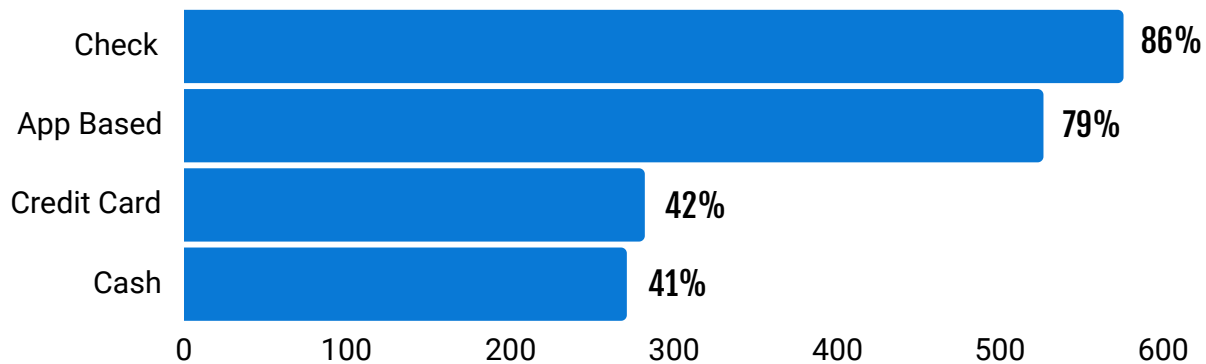


Pricing

STRATEGY

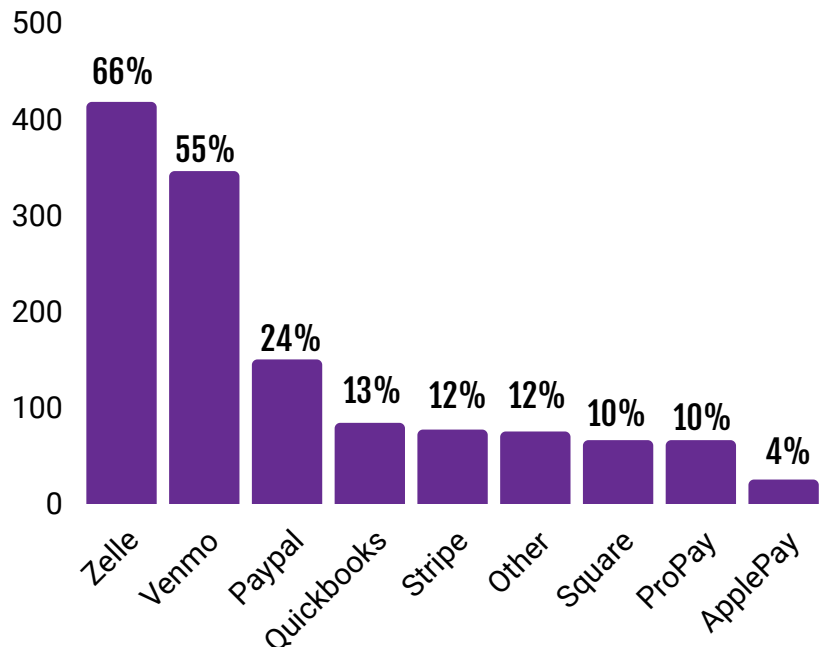
We asked all survey participants to weigh in on more general topics surrounding their practice's past pricing strategy. We gained information about the types of payment collected, sales and marketing strategies around the price, and the amount of discounted or pro bono packages offered each year. In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

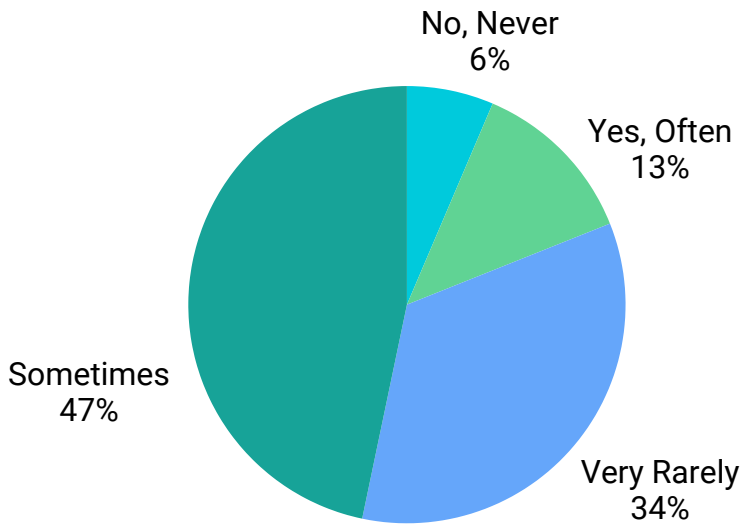
Payment Types Accepted



Software Tools

87% 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. The percentage of participants accepting Zelle rose 10% over 2023.

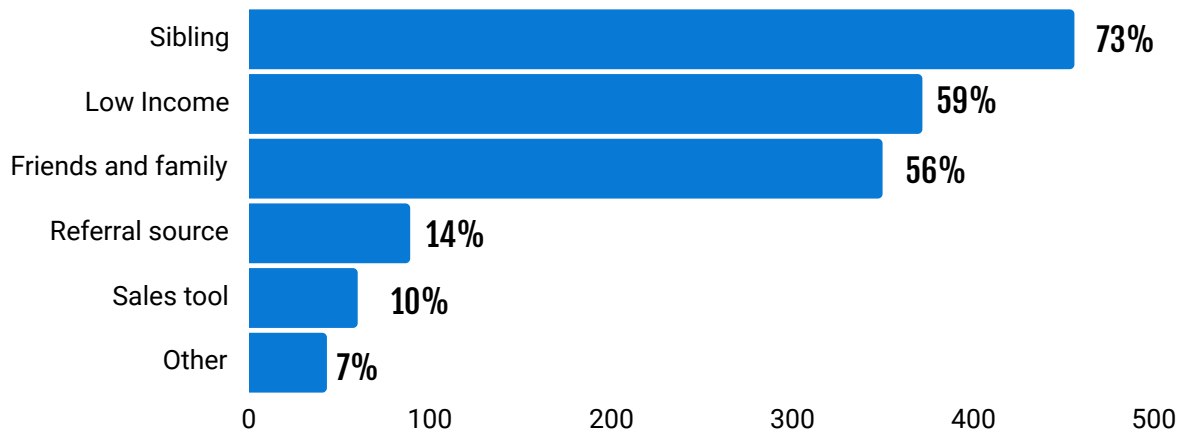




Discounts

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

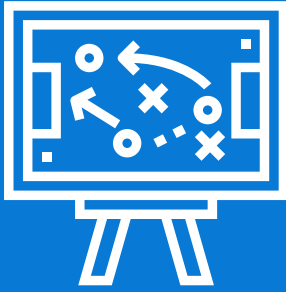


Other Noteworthy Points on Pricing

65%

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

- 87% reported that they took on pro bono clients, with 40% committing to taking on pro bono clients every year.
- 84% of survey participants did not publicize their rates.
- 13% charge differently based on the client's location
- Only 20% 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.



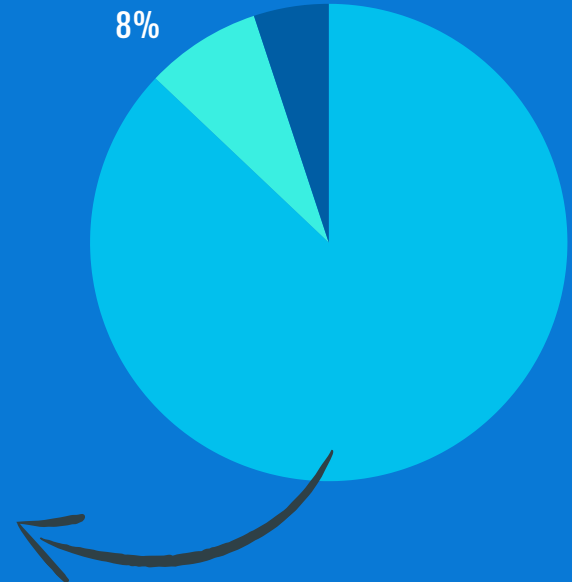
Deep dive

COMPANY OUTCOME



2023 Business Performance

Recorded a loss
5%
Broke even
8%

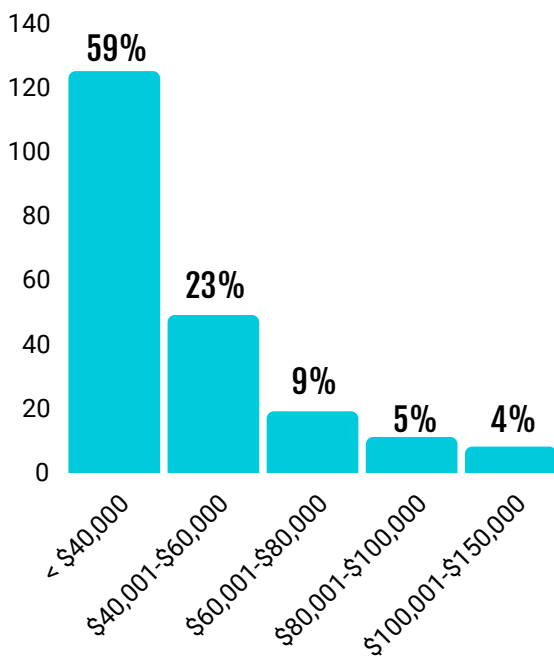


87%
Made a Profit

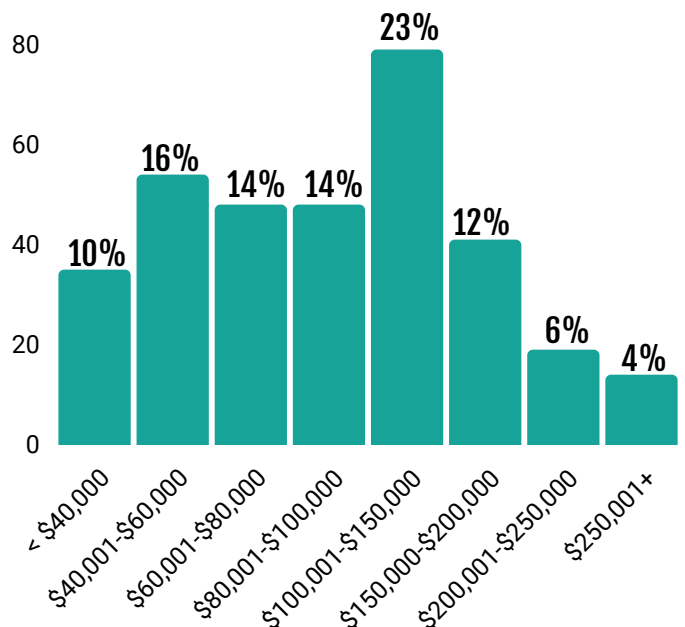
Estimated Annual Personal Compensation

We asked survey participants to estimate their annual monetary compensation. 82% of total participants (550) answered this question and results are below.

Working Part-Time/Working up to Full-Time



Working Full-Time





CollegePlannerPro has helped thousands 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](#)

