

2025 NATP Fee Study **Media Highlights**

November 2025
Prepared by NATP Media Relations Team

Respondent & Business Profile

The 2025 Fee Study reveals a diverse group of seasoned tax professionals, most deeply rooted in individual return preparation.

- **Experience:** Nearly 60% of respondents have 21+ years in the business, with another 33% reporting 6-20 years.
- **Practice focus:** A majority (55%) primarily prepare Form 1040 individual returns, with related schedules and deductions.
- **Structure:** Private practice dominates, with 83% identifying as owners or partners. Tax form preparation makes up 65% of revenue, supplemented by bookkeeping (12%), amendments (6%) and payroll (4%).
- **Client reach:** About one-third serve clients across varied community sizes, while 29% draw from populations of 100,000+.

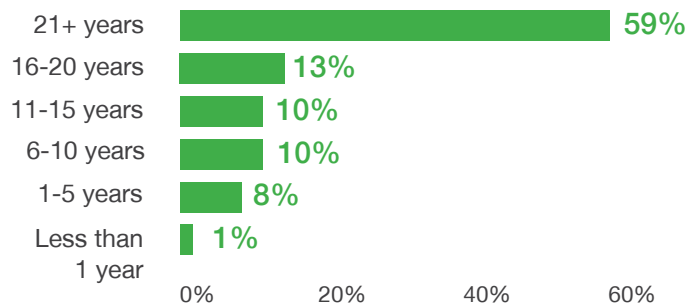
Overall, the study highlights a profession grounded in 1040 preparation, supported by highly experienced practitioners who balance tradition with diversification into other services.

Designations

(an individual can hold more than one designation)

	2025
AFSP	29%
Atty	1%
CFP®	5%
CPA	21%
CRTTP	5%
EA	43%
No designation	7%
Other	11%

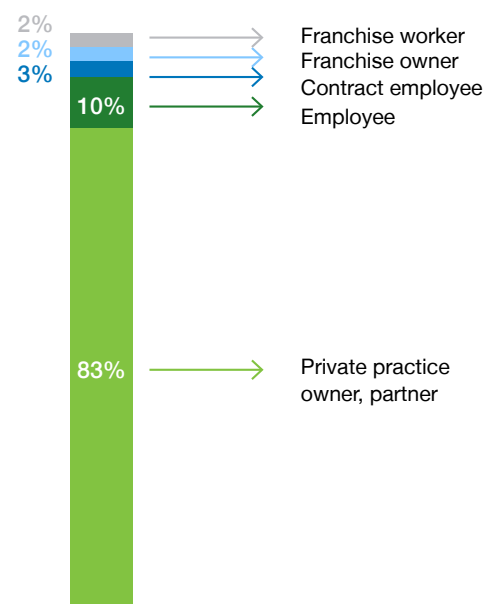
Years in tax business



Practice focus

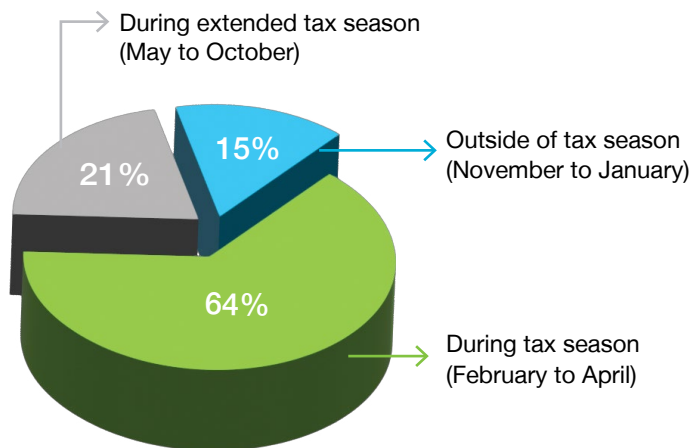
	2025
Primarily 1040 returns with common schedules and deductions	55%
Combination of individual returns and tax advisory services	19%
Combination of business/fiduciary returns and tax advisory services	13%
Primarily business/fiduciary returns (1120, 1065, 990, etc.)	6%
None of the above	6%
Tax advisory, planning and representation	2%

Employment role

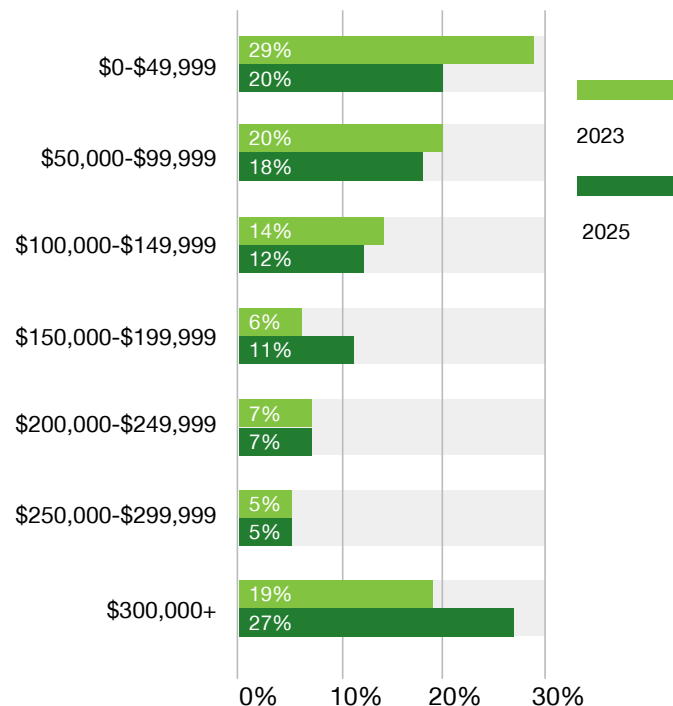


Respondent & Business Profile

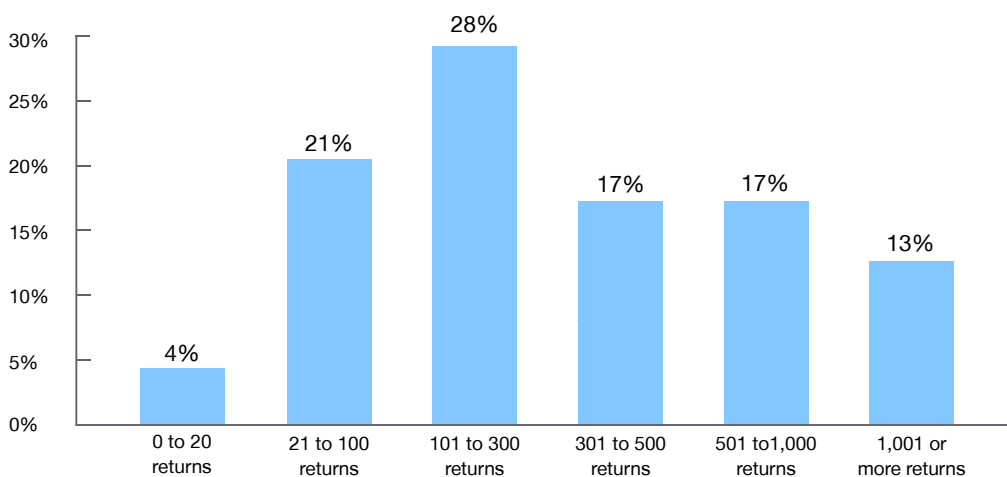
When gross revenue is earned



Overall gross revenue



Average number of 1040 tax returns prepared by your office



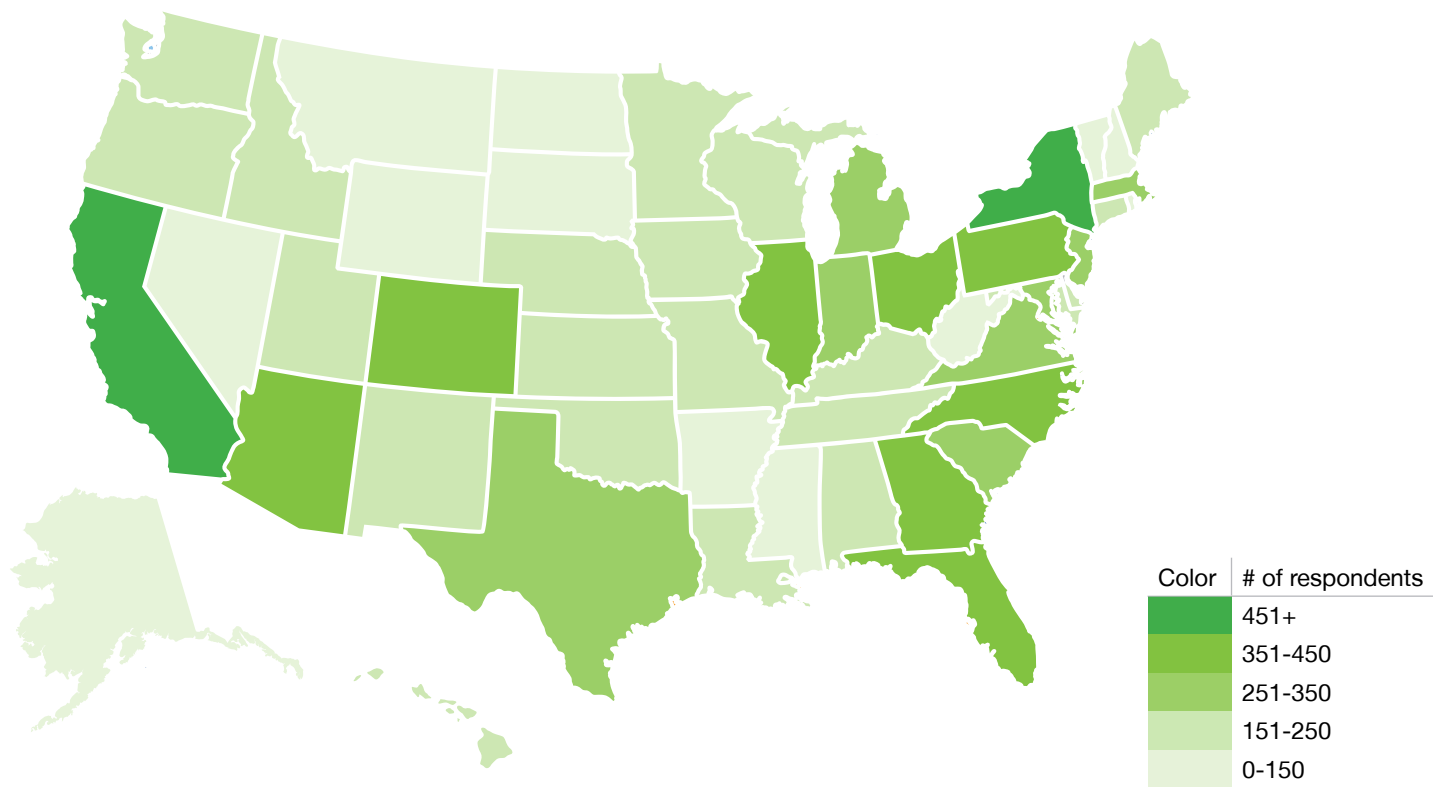
Gross revenue by services offered

	2025
Tax form preparation	65%
Bookkeeping/monthly accounting	12%
Additional tax preparation services (amending a return, reviewing returns prepared by someone else or past year's returns)	6%
Advisory services (calculating proper W-4 withholdings, estimated tax projections, tax consulting, tax reform consulting)	4%
Payroll taxes	4%
IRS resolution/representation (tax examination protection, tax examination representation)	3%
Business consulting/strategic advisory	3%
Financial planning	2%
Other	1%

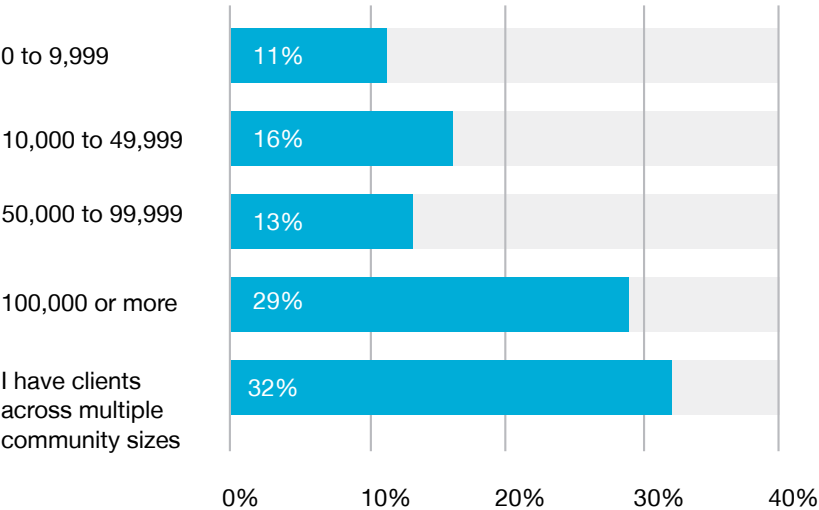
Respondent & Business Profile

States respondents prepare taxes for

There were 1,409 respondents who answered this question, representing tax preparers from every U.S. state. On average, each preparer files returns for clients in 8-9 different states. The heat map illustrates the locations where these respondents prepare taxes.



Client community size



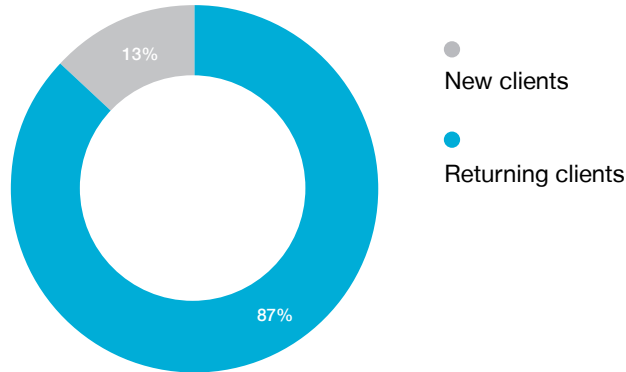
How services are differentiated from competitors

(respondents could select more than one)

	2025
Personalized client service	92%
Competitive pricing	44%
Specialization in specific tax areas	33%
Technological innovation	17%
Other	11%

Respondent & Business Profile

Client breakdown:
returning vs. new



Business plan

My practice is currently staying the same (client base remained the same, services remained the same)

37%

My practice is growing (gaining new clients, adding new services, etc.)

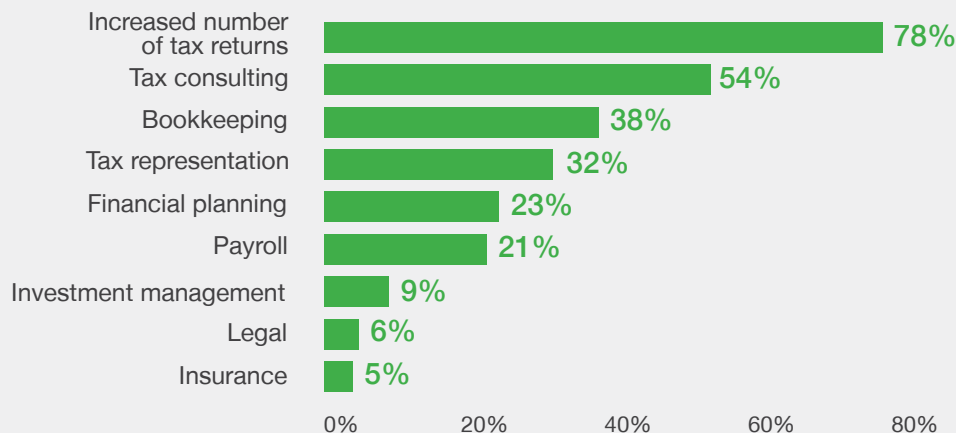
48%

My practice is downsizing (shedding clients, preparing for retirement)

15%

Business growth factors from the 48% who indicated growth

Respondents were asked to identify how much of a factor each of the following had on their business growth. The results identify the percentage of respondents who found the items on the list to be an important or major factor for business growth.

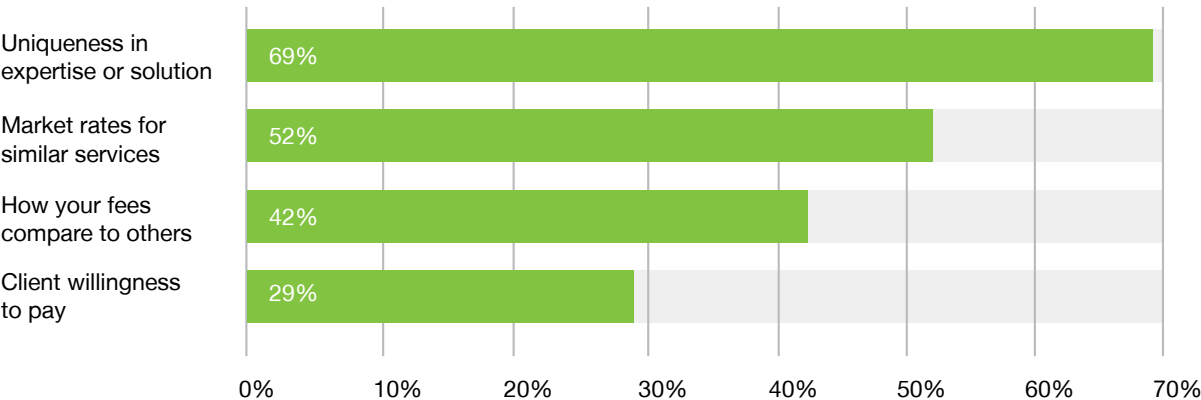


Respondent & Business Profile

Tax professionals reported that their pricing decisions are most strongly influenced by the uniqueness of their expertise, followed by prevailing market rates and how their fees compare to others. When determining value for clients, complexity of the tax situation, time and effort required, and their own expertise were the leading factors. They primarily communicate value by providing detailed explanations of services and highlighting potential tax savings or financial benefits, with fewer relying on credentials or client success stories.

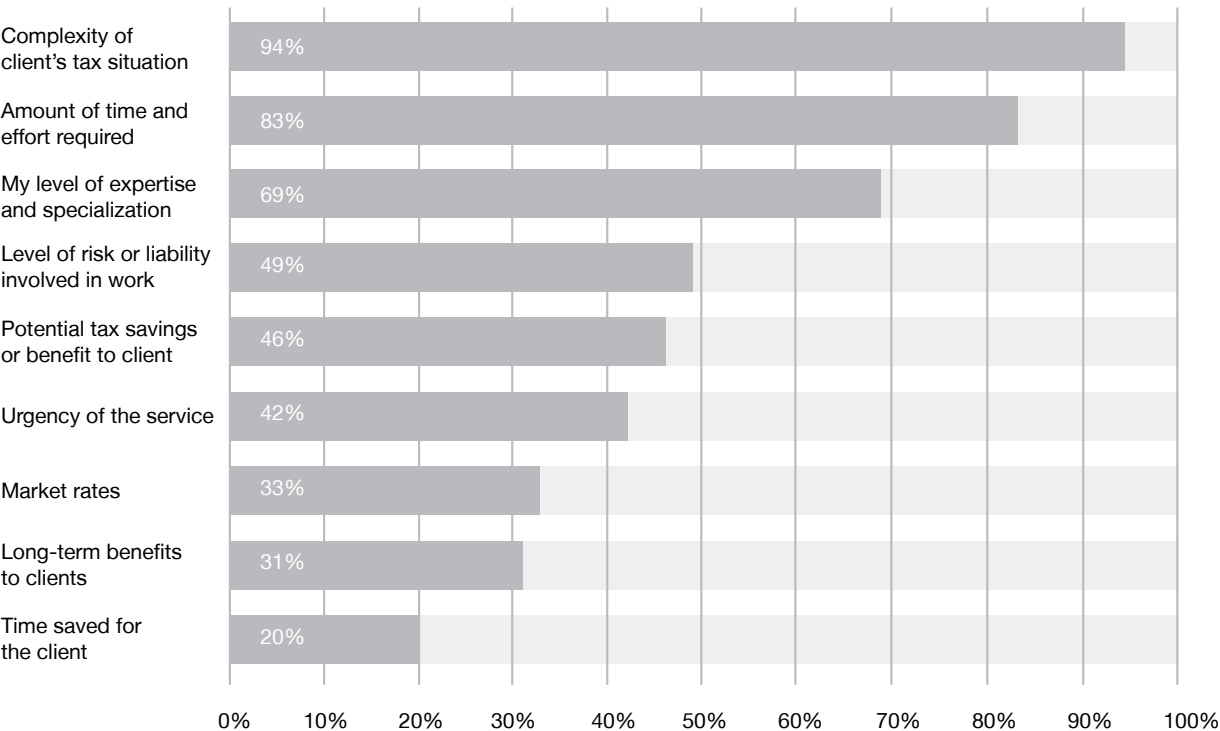
Factors that influence pricing decisions

The results indicate the percentage of respondents who identified the following as important or major factors influencing their pricing decisions.



Factors considered when determining the value of a service for a client

(respondents could select more than one)



Set dollar rate per hour – 7% of respondents

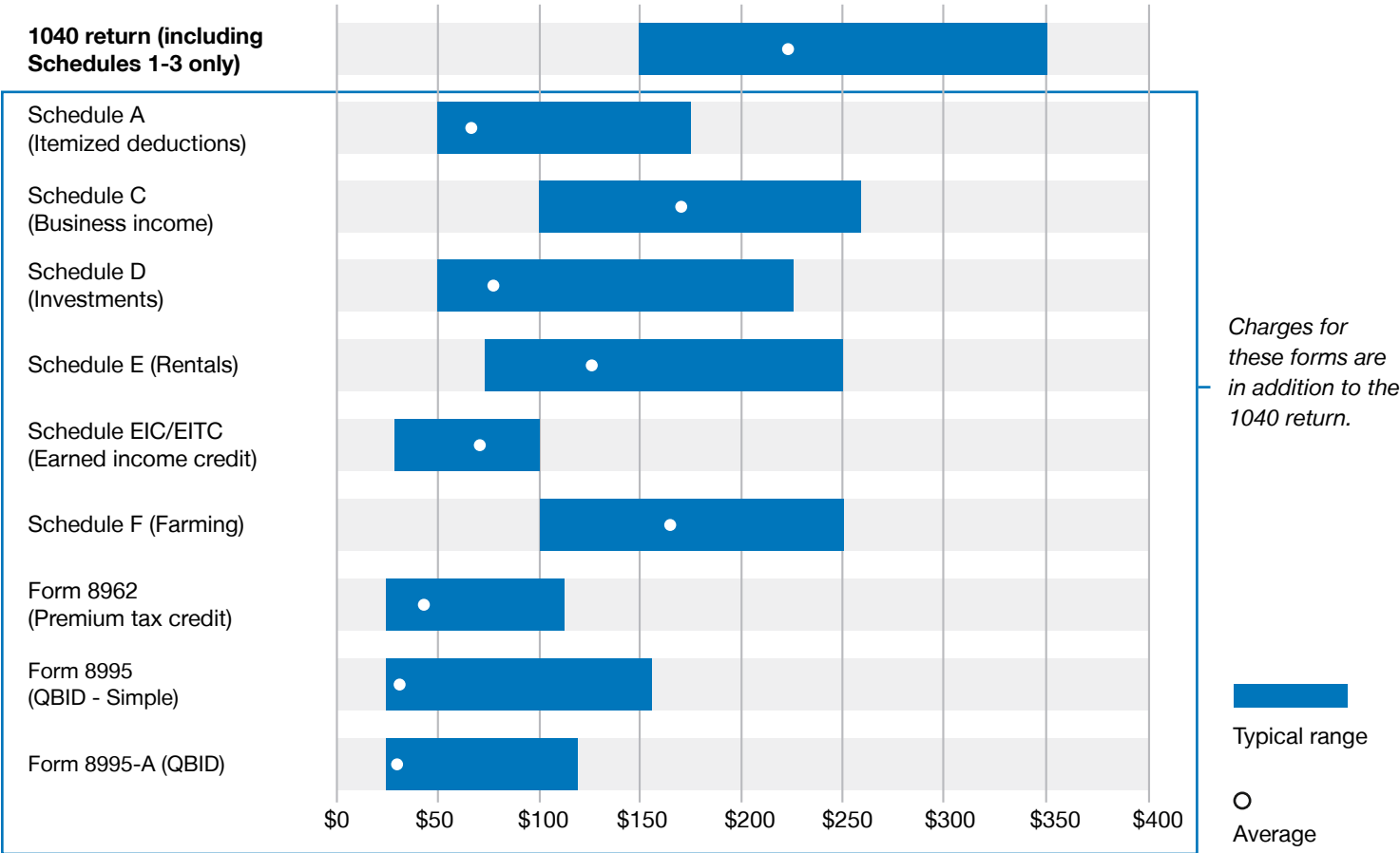
Average set dollar rate per hour

2023 **\$179** 2025 **\$182**

7% of respondents charge a set hourly rate, with half of all preparers falling between \$129 and \$250 per hour.

Amount charged to clients

Half of preparers charge within this range, with 25% charging less than the lower figure and 25% charging more than the upper figure. The middle point is the average.



*Exact figures can be found in the appendix

How to use this report: Fee structure range and average are your starting point for each form. To better understand where in the range you fall, look up your region, designation, business focus, etc., on the next several pages and adjust the range and average up or down accordingly.