



PRICING OF PROFESSIONAL SERVICES

For reasons to be explored, the accounting and legal professions have, for centuries, adopted an input-based approach in measuring their work. This traditional approach inevitably leads the professions to charging for their services by the quantum of time and to the invention of the timesheet.

Lawrence Shum, MBA, CMA, CFP, will

- Walk through the process of determining an hourly rate;
- Discuss Value Pricing, an alternative output-based approach to pricing that is steadily gaining acceptance worldwide;
- Contrast value pricing with time billing; and
- Make a case for the adoption of value pricing by every accounting firm and law firm that offers value-adding services.

Price can be the most significant determinant of profitability. Join us over a theatrical Japanese dinner and find out if the pricing strategy you have implemented for your practice the optimal pricing strategy.

Date: 2009-01-21, Wednesday

Time: 5:45 pm Cash Bar
6:30 pm Teppanyaki Dinner
7:30 pm Presentation

Place: [Yang's Teppanyaki & Sushi](#)
Units 15~18, Building J
3255 Rutherford Road, Vaughan
905-761-0268

Cost: \$75
\$50 (if member of CanMAPP or TPSG)

PD Credits: 3 hours

Dress Code: Business casual

Register on-line at: CanMAPP.ca

Send payment to: **CanMAPP**
BOX 3471
TECUMSEH ON N8N 3C4

Registration closes on: **2009-01-13**

Space is limited to: **20**

Payment must be received before registration can be confirmed.