

TIME-BASED BILLING PENAL-
IZES PROFESSIONALS WHO
INVEST IN PRODUCTIVITY-
ENHANCING TECHNOLOGY.
VALUE PRICING REWARDS IT.

amount of time speaking at numerous CPA conferences, teaching others to do the same. He co-instructs the popular course, Trashing the Timesheet; A Declaration of Independence along with Institute co-founders Ron Baker and Dan Morris.

DANIEL D. MORRIS

In addition to being a co-founder of the VeraSage Institute, Dan is a partner at Morris + D'Angelo, a CPA firm located in San Jose, CA. As an active member of the California Society of Certified Public Accountants (CalCPA), he frequently speaks at CPA events and conferences. He is also an instructor with the California CPA Education Foundation and has either authored or co-authored four courses, including You Are What You Charge For; Success in Today's Emerging Experience Economy (with Ronald J. Baker) and Trashing the Timesheet; A Declaration of Independence (with Ronald J. Baker and Justin H. Barnett).

Dan is responsible for Morris + D'Angelo's marketing and has recently migrated the firm to value pricing.



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Unlock
your
full profit potential.



About our founders.

RONALD J. BAKER

VeraSage Institute co-founder Ronald J. Baker is the author of "Professional's Guide to Value Pricing." So, when it comes to value pricing, you might say we wrote the book on it. Now in its third edition, this encapsulates many of the theories and practices you'll get to experience as a member of the VeraSage Institute.

Ron began his accounting career in 1984, working for KPMG Peat Marwick's Private Business Advisory Services group in San Francisco, CA. He now travels the world, promoting value pricing and total quality service as a speaker at CPA conferences and as a consultant to CPA and chartered accountancy firms. He has also been appointed to the AICPA's Group One Hundred—a think tank of leaders who address the future of our profession—and was named to Accounting Today's Top 100 people.

JUSTIN H. BARNETT

In 1980, when Justin began his accounting career at Arthur Anderson in Houston, Texas, the concepts of value pricing and total quality management hadn't come along yet. He, together with partner Ronald J. Baker, pioneered them and began the VeraSage Institute to bury the billable hour, once and for all.

Now, after more than 17 years running his own CPA practice, he's trashed the timesheet in his own firm. This frees him to spend a considerable

Learn from the value of value pricing.

If your goal is to maximize profitability, implementing a value pricing strategy is a good way to start. It lets the value of the services you provide to your clients determine your profitability, not how many billable hours went into performing them. It also reduces paperwork, freeing you to take a more active role in growing your business. And, assuming your competitors still cling to hourly pricing, it instantly differentiates your business from theirs.

Value pricing also helps recruit and retain the best, most talented people. Instead of using the dreaded timesheets it uses flexible, key performance indicators (KPIs) that are defined in part by your clients' needs. Unlike billable hours, KPIs also supply useful information that can help you nurture employee strengths and identify areas for improvement.

Many professionals are reluctant to give up the billable hour because, despite all of its faults, they simply don't have time to develop a better way to manage employees, workflow and billing.

That's why we started the VeraSage Institute.



IF THE TIME-BASED BILLING
MADE SENSE, JOCKEYS
WOULD EARN MORE FOR
FINISHING LAST THAN FOR
FINISHING FIRST.

EVERY PROFESSIONAL CAN USE SOME VERASAGE ADVICE.

The VeraSage Institute is dedicated to helping you break away from hourly pricing's restrictive policies, replacing it with a successful value-pricing strategy, and unlocking the full profit potential of your business. We provide the things our members need to succeed with value pricing, including knowledge resources, education, guidance and support.

Because we operate like a think tank, our members determine what they need from the organization. Our goal is not to

provide you with a cookie-cutter, step-by-step approach to value pricing, but to listen to your needs, offer advice, and start thought-provoking discussions that help you implement value pricing in your business.



GIVE CLIENTS WHAT THEY DESERVE.

One of the great fallacies of hourly pricing is that clients are paying for professional expertise. We know this to be false (and you probably do, too). The truth is, clients pay for the amount of effort that went into achieving a desired goal.

With value pricing, clients pay for professional services by the service, not by the hour. So, talented professionals can be more profitable because they can do more, faster. They can also devote more attention to clients who need it without sacrificing the quality of service other clients receive. And lastly, they have more control over their destinies. The choice to either take on more clients and generate more income or enjoy more free time without compromising income is theirs to make.

The result is a win-win situation for clients and professionals. Clients get the attention they need and the service they pay for while professionals get fairly compensated for their talent and expertise.

TAKE THE FIRST STEP.

By reading this far, you've demonstrated a keen interest in value pricing and are ready to get a better understanding of its principles and practices. The best way to do this is to attend a VeraSage Institute seminar. Chances are, we will be hosting one near you in the near future. To find out how value pricing can unlock the full profit potential of your business, visit our website (www.verasage.com) to see a list of upcoming value pricing seminars or call us at 415-927-7114.

It's Time!

...TO MAKE YOUR PRACTICE MORE PROFITABLE
THAN EVER BEFORE.

...TO FREE YOURSELF FROM THE TYRANNY OF
TIMESHEETS.

...TO ABANDON THE TRADITIONAL FORMULA
FOR DETERMINING VALUE.

...TO OPENLY ADMIT THE FALLACIES OF
HOURLY PRICING.

AND, MOST IMPORTANTLY, TO DO SOMETHING
ABOUT IT.

THE FOUNDERS OF THE VERASAGE INSTITUTE
CAN HELP YOU IMPLEMENT VALUE PRICING
STRATEGIES IN YOUR
PRACTICE, RAISING YOUR PROFIT POTENTIAL
TO UNPRECEDENTED LEVELS. FOR MORE
INFORMATION ABOUT MEMBERSHIP OR
TO FIND OUT WHEN A VALUE PRICING
SEMINAR WILL BE HELD IN YOUR AREA,
VISIT WWW.VERASAGE.COM.