

2025

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 surveyed IECs who were interested in providing anonymous insights into their past pricing model and policies. With 600 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 2024.

After conducting this survey for our seventh 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.

This page gives you a high-level snapshot of some of the most talked-about numbers in IEC pricing. The data reflects rates and trends from 2024, as reported by IECs in our 2025 survey. If you're curious about how these numbers break down—or how they compare to previous years—keep reading for a deeper dive.

Average Hourly Rate

\$239/hr

Up 7% from 2023

Average Total Cost of Services Per Student

\$6,388

Up 9% from 2023

Service Offerings

92%

Bundle or package their services

Average Total Cost of Services Per Student By Region

Outside the USA

\$11,092

Nation-wide

\$7,764

Northeast

\$7,093

West Coast

\$6,707

Mid-Atlantic

\$6,527

Mountain West

\$5,656

Midwest

\$5,386

Southeast

\$5,272

Southwest

\$4,422



Who we heard from

DEMOGRAPHICS





Demographics

REGION

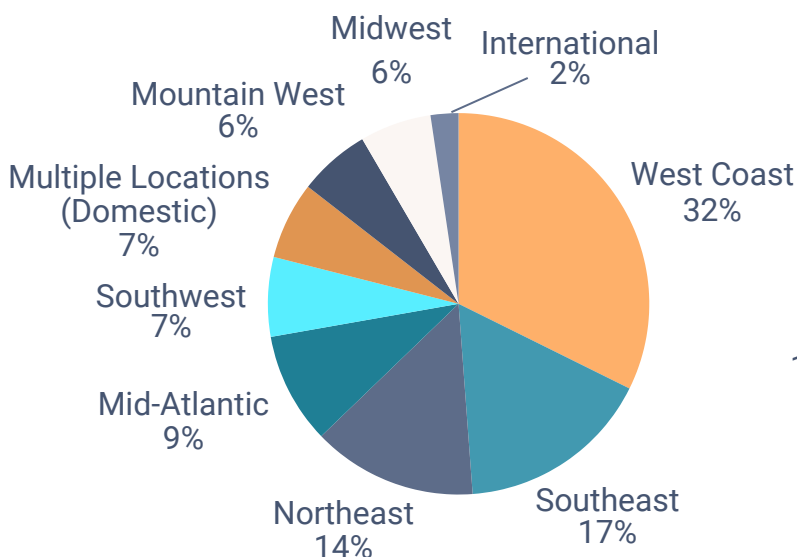


We received 600 individual responses to the 2025 IEC Pricing Survey. While all participants self-identified as Independent Educational Consultants, their practice size, location, and structure varied widely. These demographics provide important context for interpreting the data that follows.

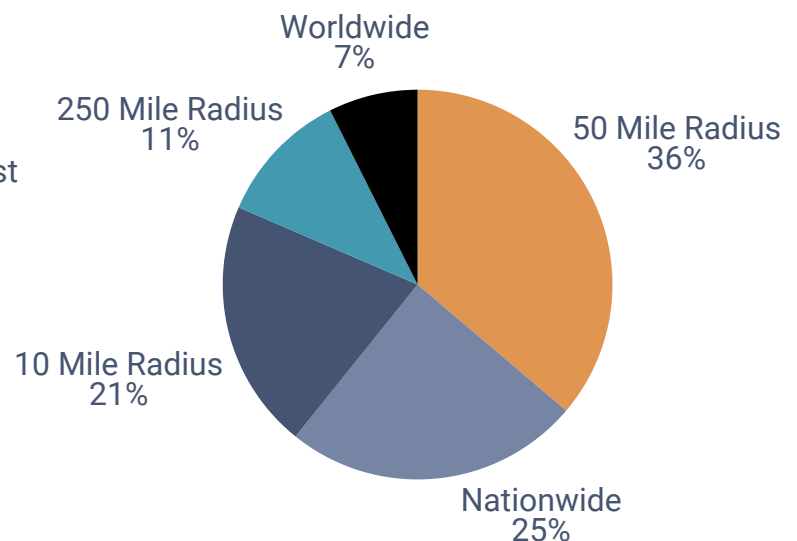
Most Reported States



Region



Service Area



Service area reflects how consultants described the typical geographic range of their clients.

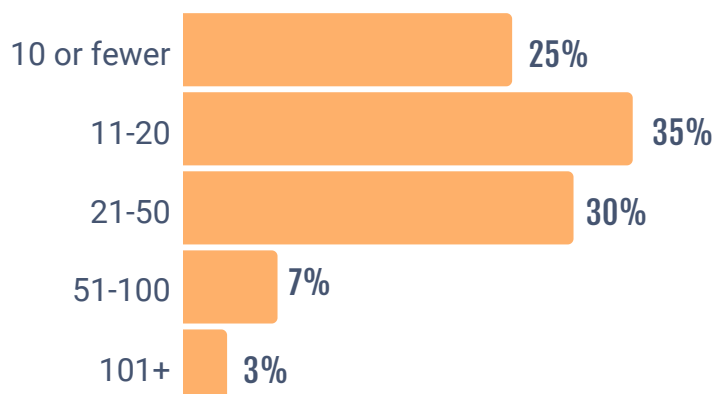


Demographics

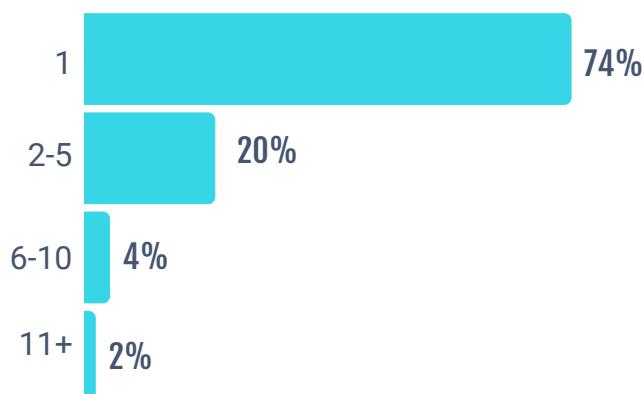
COMPANY

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 7 years, with the majority of responses from single-person practices working with an average of 11-20 students per class. We have seen a growth in experienced IECs reporting more than 11 years of experience.**

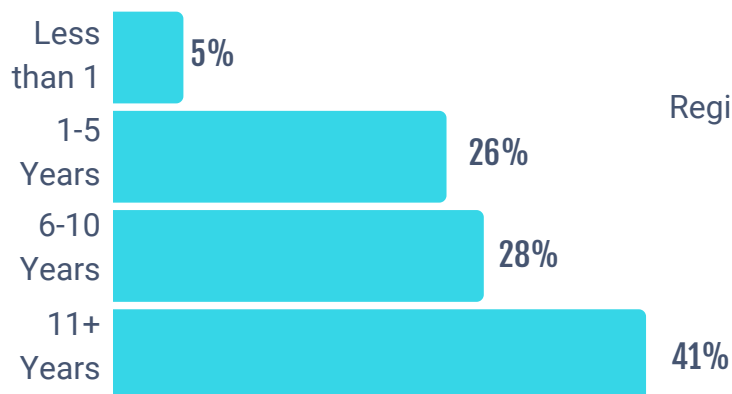
Number of Students Per Class



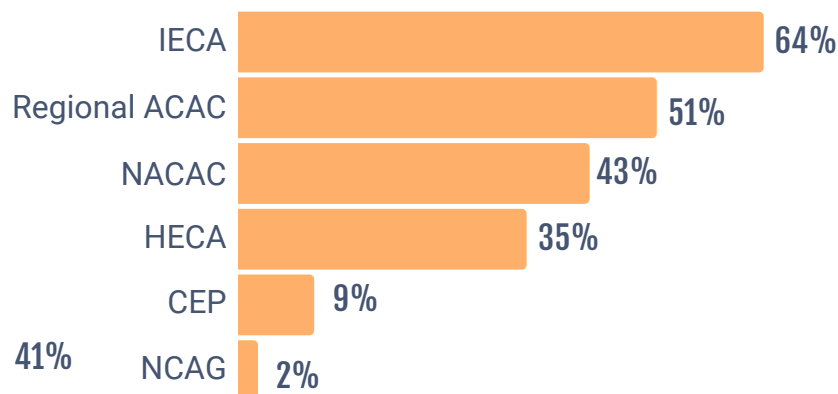
Size of Team



Years in Business



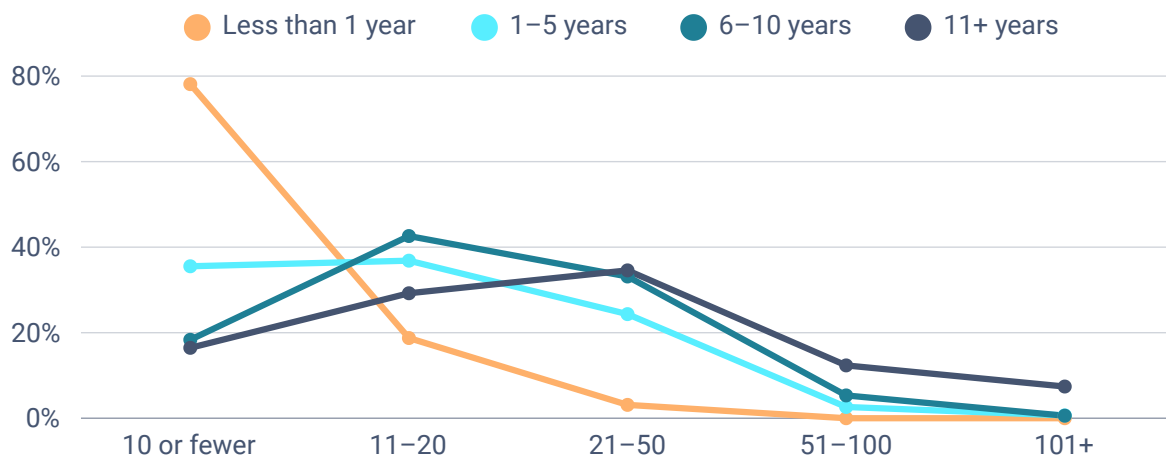
Professional Memberships



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

There is a clear growth trajectory in student caseload as IECs gain experience. Nearly 80% of those in business less than a year work with 10 or fewer students per class, while those with 6 or more years of experience are much more likely to report caseloads of 21 or more students per class. IECs with 11+ years of experience are the most likely to handle larger class sizes: 54% report working with more than 20 students per class, and nearly 20% serve 51 or more students per class. In contrast, only 9% of IECs with less than 11 years of experience fall into the highest ranges. This suggests that as consultants build their reputation and infrastructure, they gradually expand their capacity to work with more students.

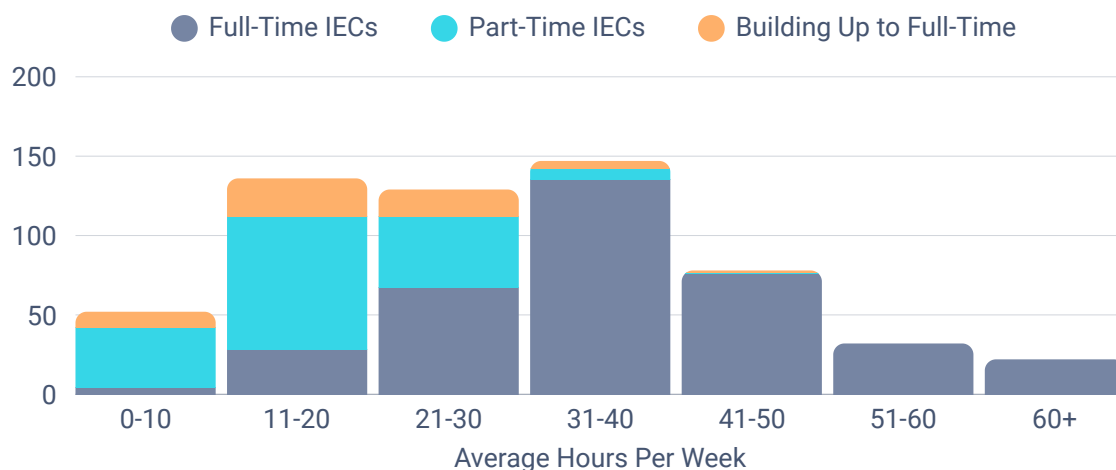
Students Per Class by Years of Experience



How IECs Define Their Work — and How Many Hours They Work

Of the participants, **61% work full-time**, **29% part-time**, and **10% are building up to full-time**. Time commitment varies by group:

- Most full-time IECs work 31–40 hours/week, with 70% working 30+ hours.
- Nearly half of part-time IECs work 11–20 hours/week, and few exceed 30 hours.
- Among those building toward full-time, 84% work 11–30 hours/week.



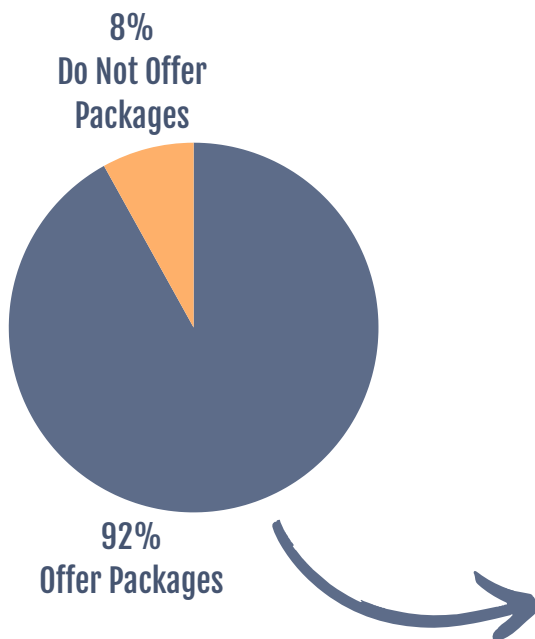


What's offered

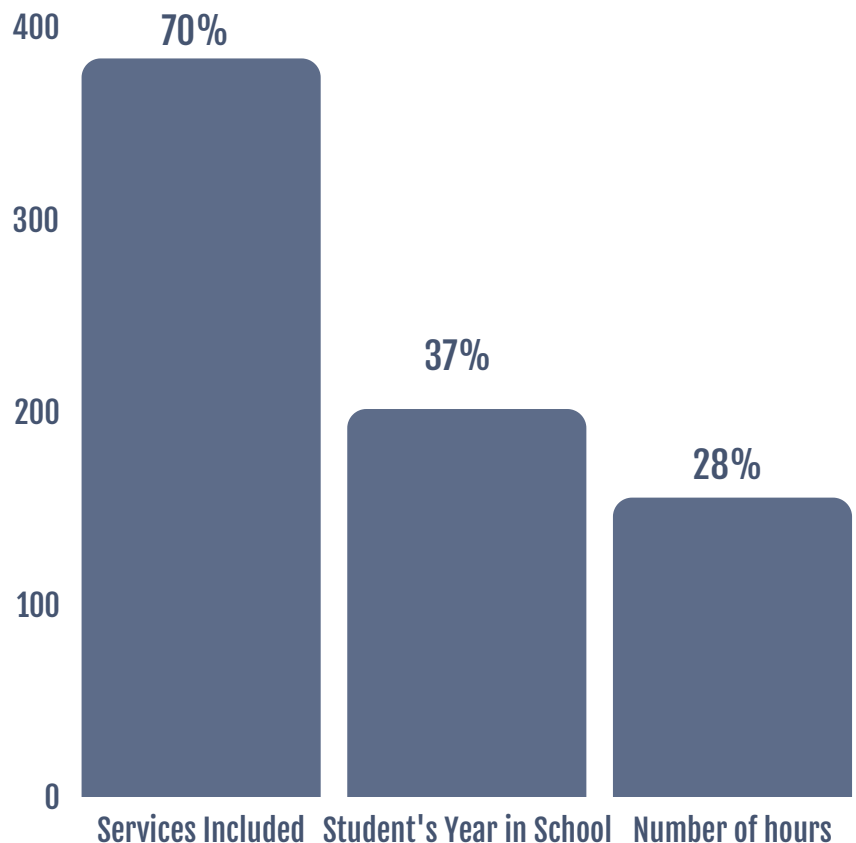
PRICING OPTIONS

We first 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, indicated 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



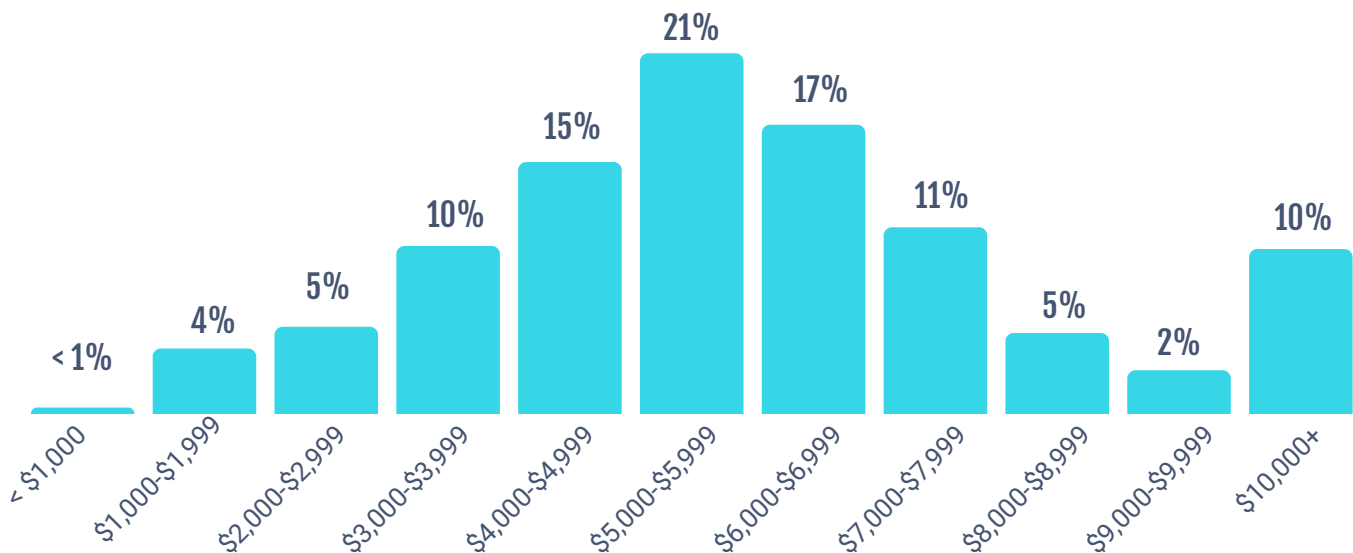


Pricing

PACKAGES

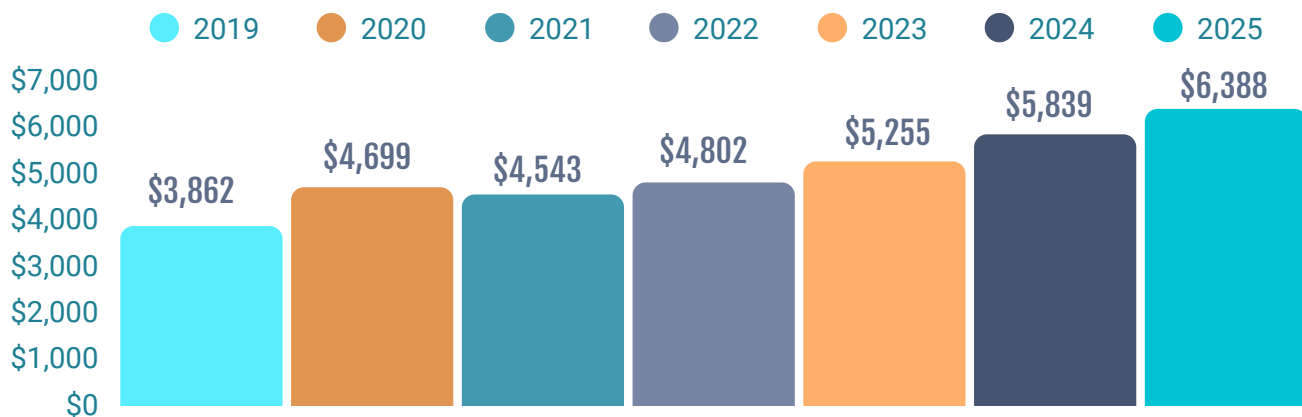
We asked survey participants about the total sum of money that most families paid, inclusive of all services throughout the lifespan of their work with a family, to better understand total fees. Prices were reported both in ranges and by exact dollar amount. Results are presented below as a percentage of the total responses.

Average Total Cost of Services Per Student



Average Total Package Price 2019–2025 Reporting Years

Over the past 7 years, the average total cost of services has increased significantly—rising by more than **65%** from 2019 to 2025. While 2021 saw a slight dip, every other year reflects growth, with the most consistent increases occurring between 2022 and 2025. The **average annual increase of 9%** highlights a steady upward trend in IEC pricing.





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	\$5,107
1-5 years	\$5,647
6-10 years	\$5,999
11+ years	\$7,284
Part Time vs. Full Time	
Working part-time	\$5,434
Building to full-time	\$5,274
Working full-time	\$6,952
Size of Team	
1 Consultant	\$5,867
2-5 Consultants	\$7,465
6-10 Consultants	\$8,544
11+ Consultants	\$11,033

Average of lowest priced
package offered

\$3,763

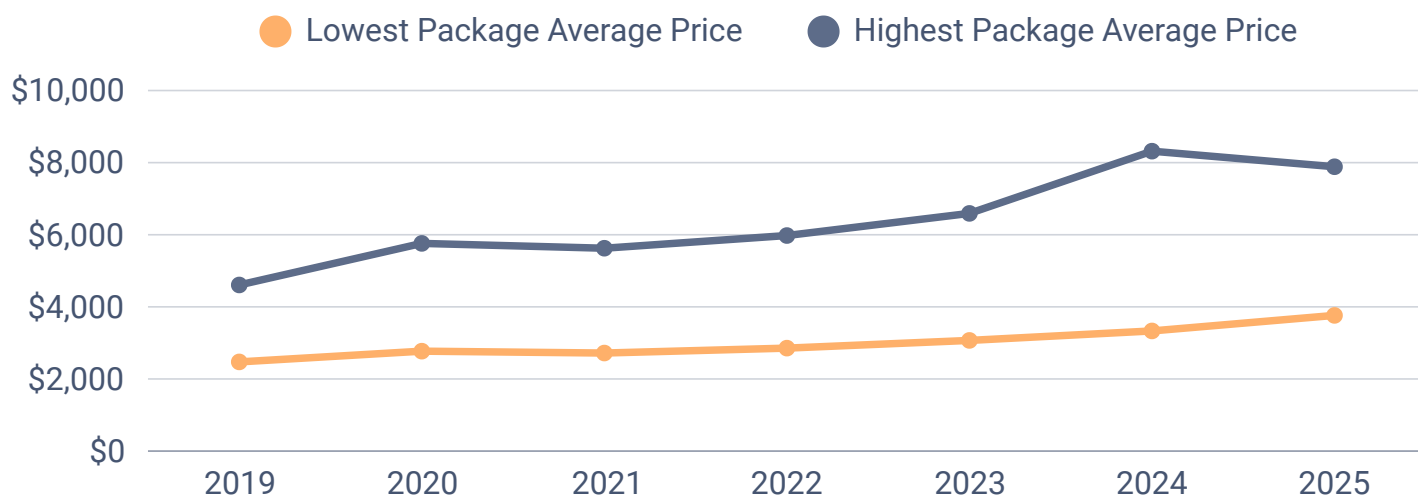
Up 13% from 2023

Average of highest priced
package offered

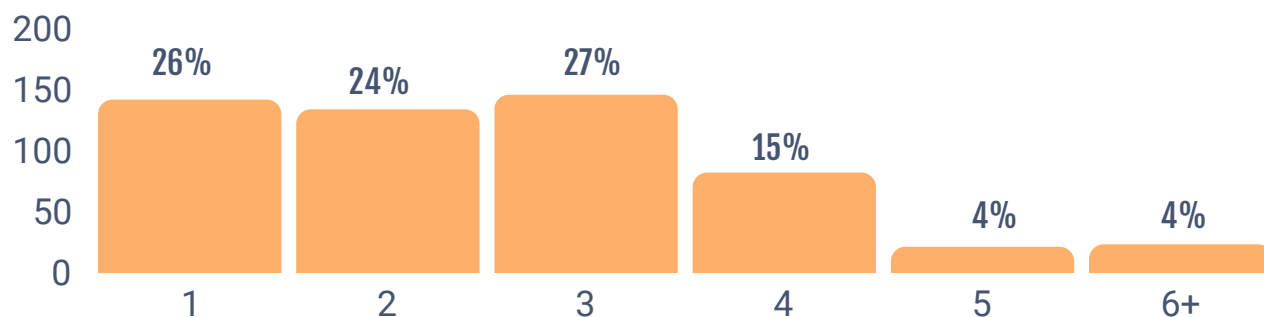
\$7,886

Down 5% from 2023

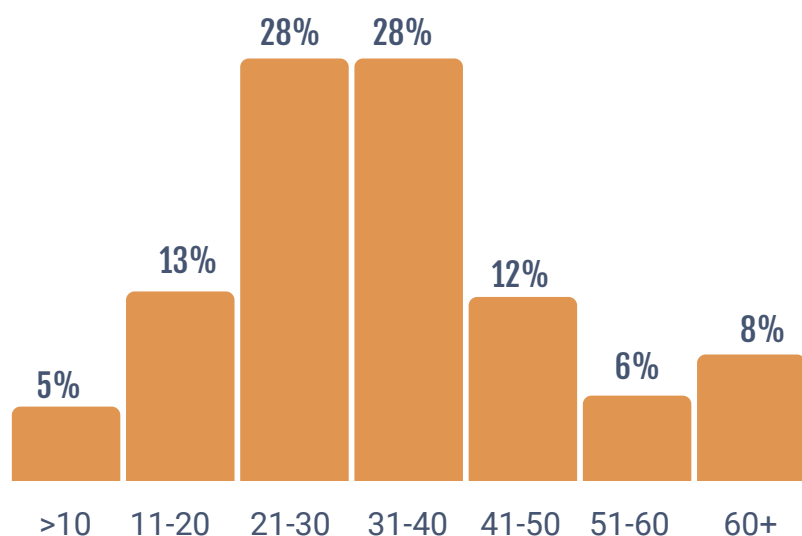
Package Price Range 2019–2025 Reporting Years



Number of Packages Options Offered to Clients

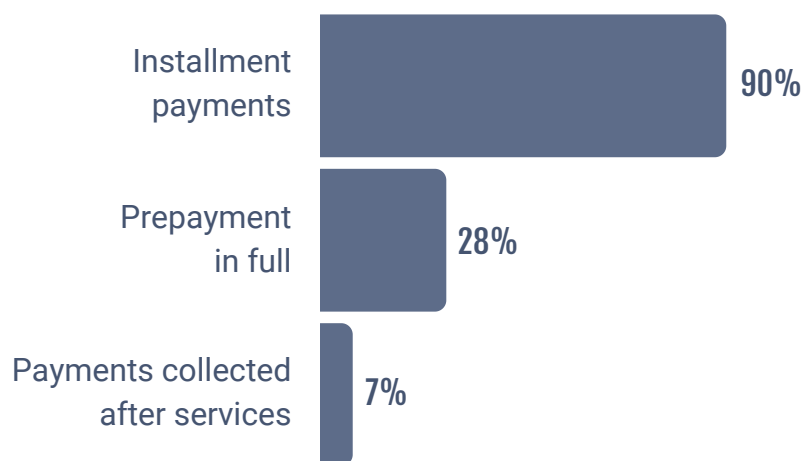


Average Hours Worked Per Client



Among consultants who offered package pricing, the majority reported working between **21–40 hours per client**, with each of those ranges accounting for 28% of responses. Only 5% said they worked fewer than 10 hours, while nearly 24% indicated working more than 40 hours with each student. These numbers reflect the typically comprehensive nature of package-based services.

Timing of Payment



Among consultants offering packages, installment payments are the most common billing method, used by 90% of respondents. Around 28% require some form of prepayment, while only 7% collect payment after services are delivered. The data reflects a strong preference for flexible, phased payment structures.

\$6,939

Average total fee paid per student from the most reported state (CA).
13% increase over 2023 pricing.

\$7,858

Average total fee paid per student reported by multi-consultant teams.
6% increase over 2023 pricing.



Deep dive

HOURLY PRICING





Pricing

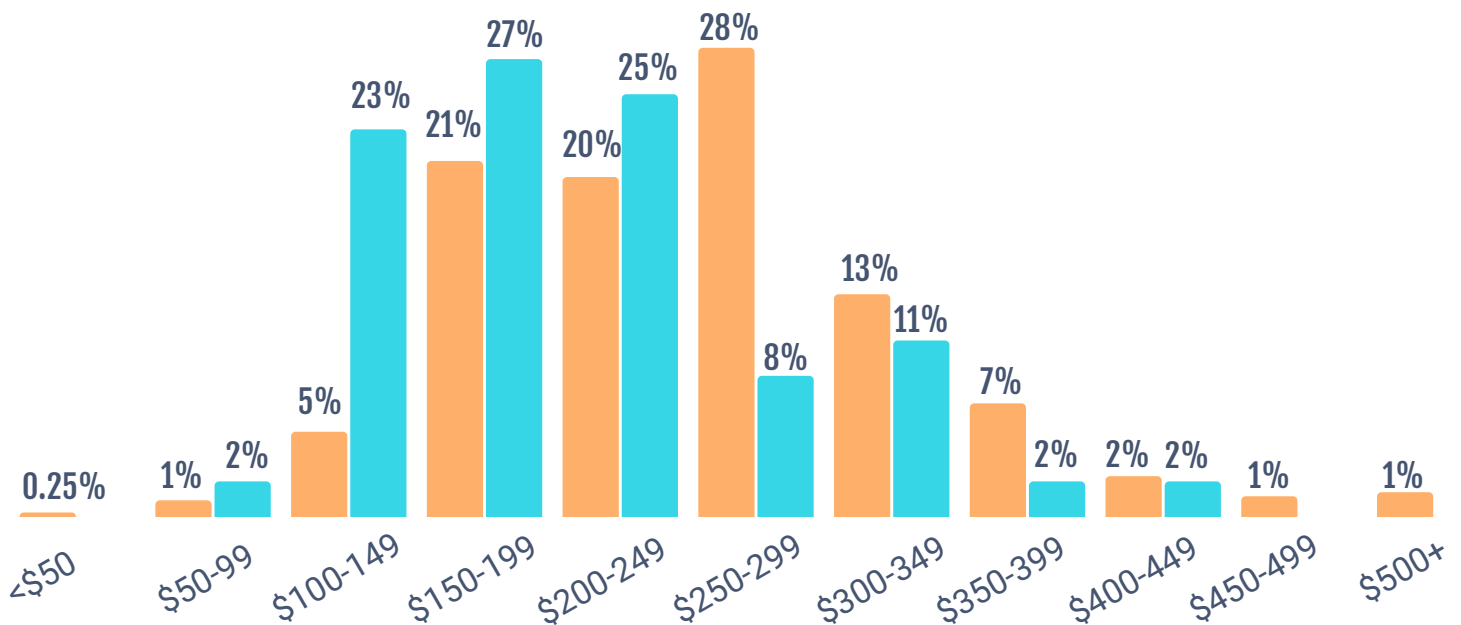
HOURLY

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.

Average Hourly Rate Range

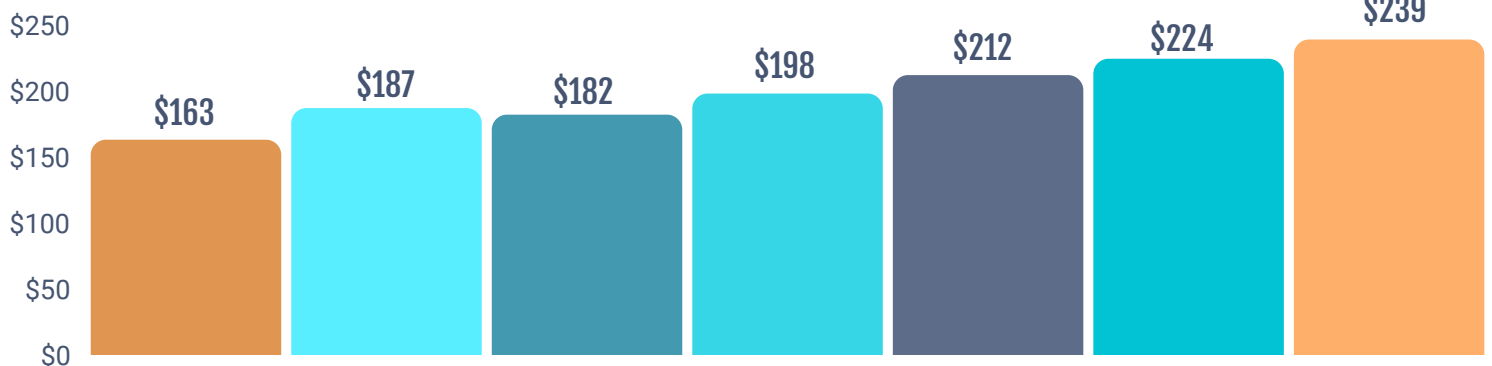
● Consultants offering both packages and hourly services

● Consultants exclusively offering hourly services



Average Hourly Rate 2019–2025 Reporting Years

● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025





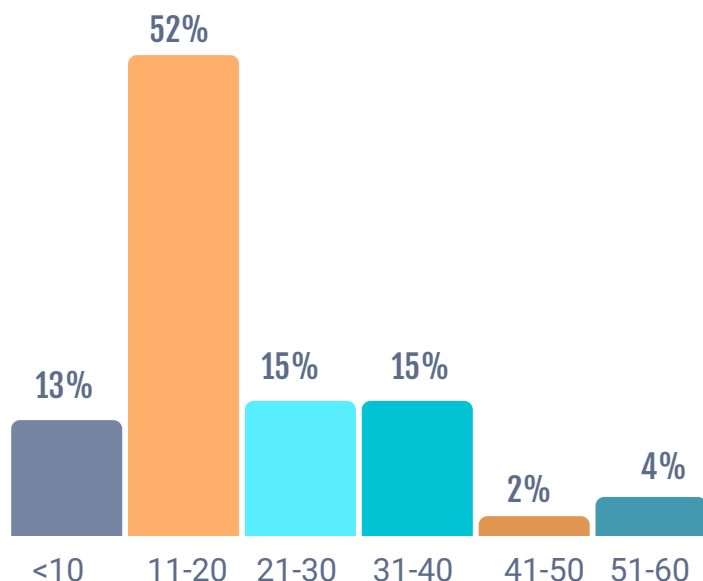
Pricing

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.

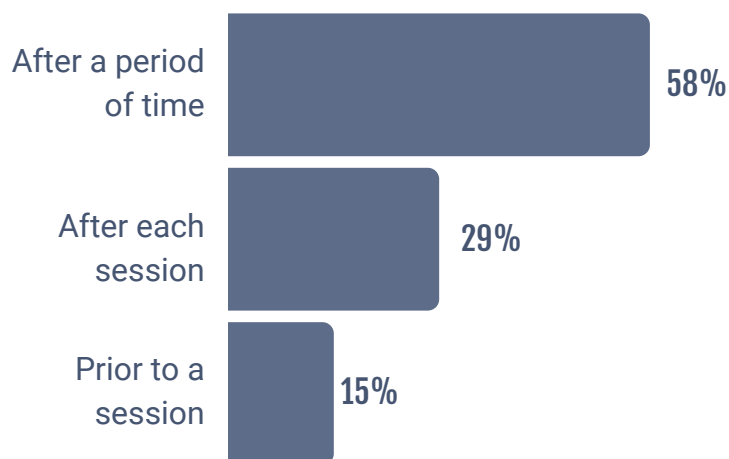
Demographics	Hourly Rate
Years of Experience	
Fewer than 1	\$217
1-5 years	\$219
6-10 years	\$230
11+ years	\$263
Part Time vs. Full Time	
Working part-time	\$209
Building to full-time	\$206
Working full-time	\$260
Region	
Southwest	\$203
Southeast	\$216
Mountain West	\$224
Midwest	\$234
West Coast	\$238
Mid-Atlantic	\$258
Nation-wide (Multiple locations)	\$261
Northeast	\$266
Outside the USA	\$284

Average Hours Worked Per Client



Among consultants offering hourly-only, pay-as-you-go pricing, just over half (52%) reported working 11–20 hours per client. Only 21% worked more than 30 hours, compared to 54% of package-pricing consultants who reported providing 30+ hours of support. These findings reflect the more limited engagement typically associated with hourly service models.

Timing of Payment



When evaluating hourly pricing, we asked participants how they collected payment for services. Payment was most commonly (58%) collected after a period of time (biweekly, monthly, quarterly, etc.), while 29% collected after each session, and 15% collected prior to a session.

\$245

Average hourly rate
from the most reported
state (CA)

\$550

Highest reported hourly
rate

\$286

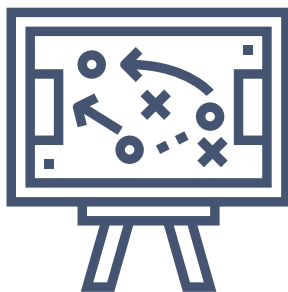
Average hourly rate from
consultants who work with
51+ students per class



Deep dive

PRICING STRATEGY



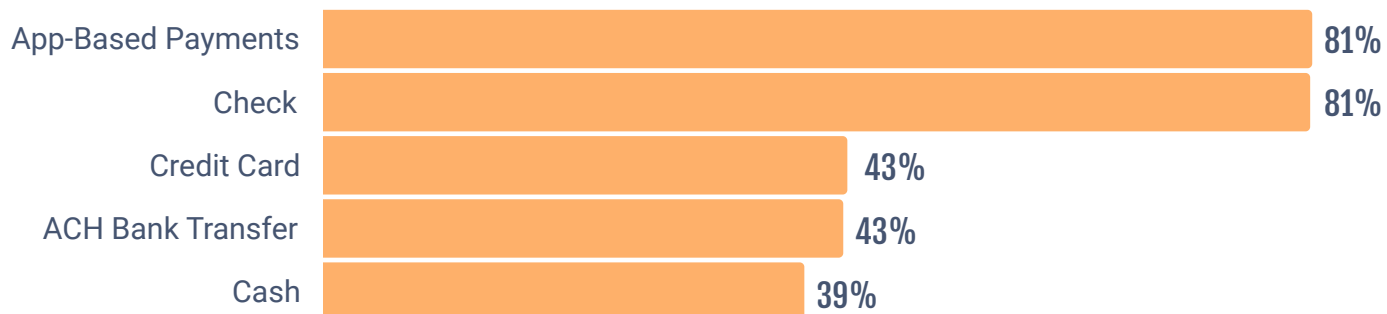


Pricing

STRATEGY

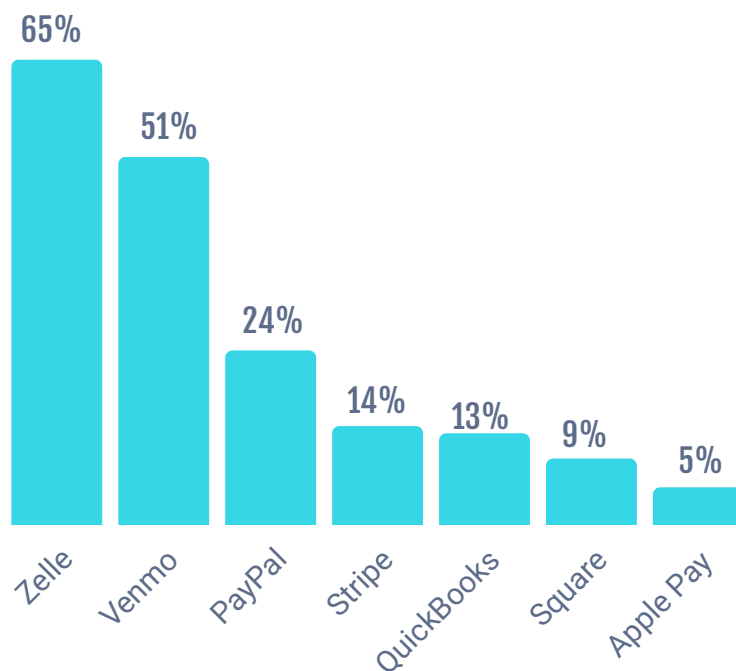
We asked all survey participants to weigh in on more general topics surrounding their practice's past pricing strategy. We gained information about the types of payment collected, sales and marketing strategies around the price, and the amount of discounted or pro bono packages offered each year. In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

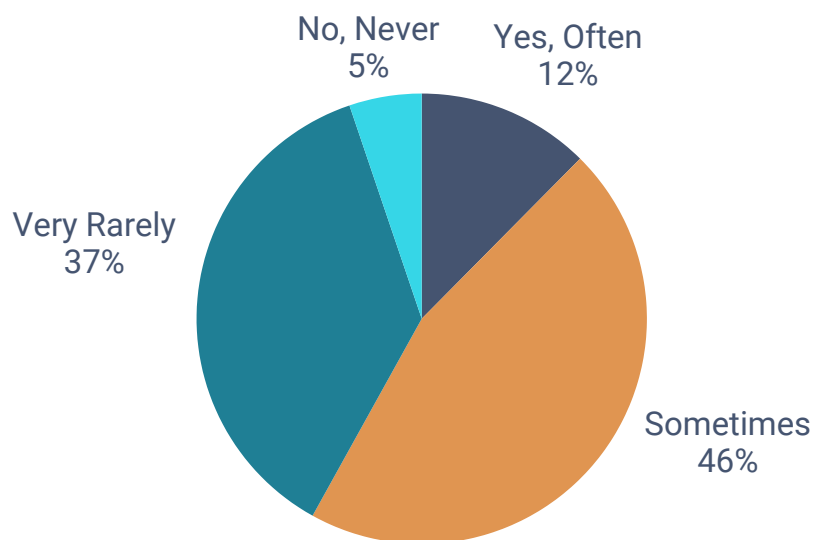
Payment Types Accepted



This year, 96% of participants reported accepting multiple forms of payment from families. Zelle (65%) and Venmo (51%) remained the most popular online payment tools, followed by PayPal, Stripe, and QuickBooks Payments. The data reflects IECs' continued flexibility in offering families a range of convenient, tech-friendly options.

Software Tools





Discounts

Survey participants weighed in on their past experiences offering discounts. Over half of IECs (58%) reported offering discounts on their services sometimes or often.

Other Noteworthy Points on Pricing

70%

reported that they raised their prices within the last 12 months.
(Up from 65% the previous year)

- 84% reported that they took on pro bono clients, with 37% committing to taking on pro bono clients every year.
- 83% of survey participants did not publicize their rates.
- 14% charge differently based on the client's location.
- Only 20% of survey participants charged for an initial consultation meeting; however, 53% of those responses stated that they roll this charge into a package if contracted.
- The majority of responses (**72%**) indicated that they did not offer refunds or the transfer of unused hours for purchased packages.
- 48% of consultants reported that 76–100% of their business comes from past client referrals.

90% of consultants who offer packages said essay support is included, either always (81%) or in some packages (9%).



Deep dive

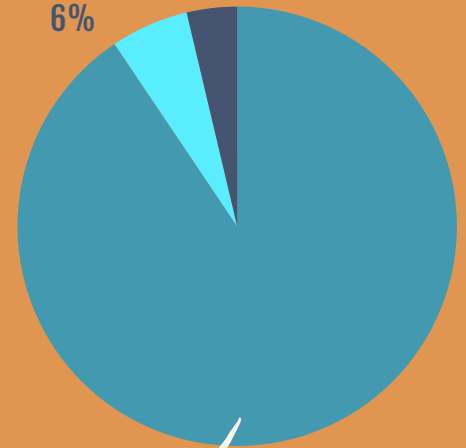
COMPANY OUTCOME



2024 Business Performance

90%
Made a Profit

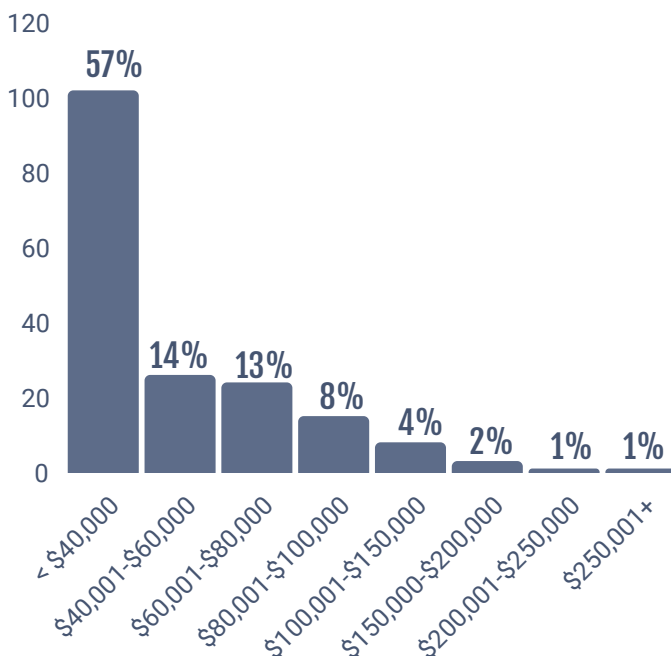
Recorded a loss
4%
Broke even
6%



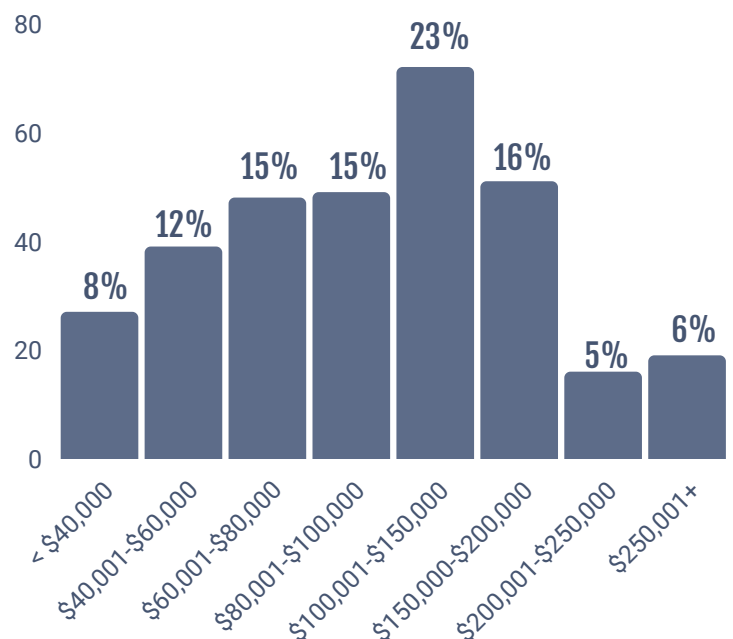
Estimated Annual Personal Compensation

We asked survey participants to estimate their annual personal compensation (pre-tax). A total of 501 consultants answered this question, representing 84% of all survey participants. Of those, 180 identified as working part time or building toward full-time work, while 321 reported working full time as IECs. The results are summarized 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](#)

