**Pricing Strategy Table**

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| --- | --- |
| **Date Prepared:** |  |

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| --- | --- |
| **Actual ROI – Current Clients** | **Ideal Income** |
| **Client Name** | **Annual Revenue** | **Last year’s Fee $** | **% of Revenue** | **+ 1% (Monitor)** | **+ 2% (Manage)** | **+ 3% (Model)** |
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|  |  |  |  |  |  |  |
|  | **Average Revenue** | **Total Fees** | **Average % of Revenue** | **Ideal 1% Total** | **Ideal 2% Total** | **Ideal 3% Total** |
|  |  |  |  |  |  |  |