Who to Survey

Each participating accounting firm must pass the award eligibility standards before they can move forward to earn the Best of Accounting™ Award.

PREPARING YOUR CONTACT LIST

To be eligible for the Best of Accounting Award for client service excellence, **choose at least 3 consecutive months over the last 12 months,** and provide Inavero with a list of **fifty percent (50%) or a minimum of 500** individual client contacts who were billed for services during that time frame.

EXAMPLE 1: You request a list from your accounts receivable department of clients who were billed in May, June, and July. These are three consecutive months, so your list meets the requirement.

EXAMPLE 2: Another firm compiles a list of clients who were billed in February, March and April. These are three consecutive months, but they provided contact information for less than 50% of clients that were billed during this time. However, the contact list that was provided included a total of 550 individual client contacts. This requirement has still been met.

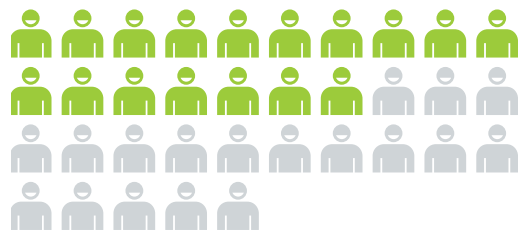YOU MUST CHOOSE BILLED CLIENTS FROM 3 CONSECUTIVE MONTHS.

RESPONSE RATE REQUIREMENTS

Regardless of surveying schedule, all participating accounting firms must receive at least a 20% response rate AND at least 15 responses, or a minimum of 250 responses.

EXAMPLE 1: Your firms provides a list of 35 clients. 17 of those clients complete the survey, that's a 49% response rate. You meet the award eligibility requirement of at least a 20% response rate and at least 15 total response.

Example 2: Your firm provides a list of 172 clients. 31 of those clients complete the survey, that's an 18% response rate. This firm does NOT meet the response rate requirements of at least a 20% response rate, despite having received 15+ responses.

Example 3: Your firm provides a list of 1500 clients. 280 clients complete the survey, that's a 19% response rate. This firm meets the award eligibility requirements because they have at least 250 responses despite not having a 20% response rate.

YOU MUST HAVE AT LEAST 15 RESPONSES AND A 20% RESPONSE RATE.

BEST of **Accounting**™
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