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INSIDE Public Accounting Releases Annual Ranking and Performance Metrics of the Nation's Largest Public Accounting Firms

Carmel, Ind. (August 3, 2017) – INSIDE Public Accounting (IPA), the publishers of the award-winning newsletter for the public accounting profession, announce the release of its annual financial performance analysis and ranking of the nation's largest public accounting firms.

Rankings of the 300 Largest Firms

Now in its 27th year, the IPA 100 is a list of the 100 largest public accounting firms beginning with the Big 4. The \$17.5 billion Deloitte again takes the No. 1 spot, followed by PwC, EY and KPMG, respectively. The IPA 100 rankings and analysis also include 96 national, regional and local firms, with the IPA No. 100 firm reporting net revenues of \$37.2 million.

IPA also lists firms from Nos. 101 to 300, with the No. 300 firm reporting revenues at \$10 million. The rankings and accompanying analysis paint a comprehensive picture of the state of the profession.

Newcomers To The IPA 100

Two firms debuted in 2017 on the IPA 100: No. 81, St. Cloud, Minn.-based Bergan KDV Ltd. and No. 99, Roanoke, VA based Brown Edwards & Company LLP.

[The full list of the 2017 IPA 300 accounting firms can be found here.](#)

Demographics of the Public Accounting Profession – 2017

The Big 4 firms collectively represent \$51.7 billion in revenues. Because of their size, IPA excludes metrics of the Big 4 in its in-depth analysis of the profession to provide all other accounting firms meaningful comparative benchmarks. The next 96 represent \$18.6 billion in total revenues. Excluding the Big 4, 38 firms report revenues of more than \$100 million, known as the IPA \$100 Million Club. The 96 non-Big 4 firms collectively employ more than 85,000 staff across the United States.

The IPA 100: Key Highlights Of America's 100 Largest Firms – Excluding the Big 4

- The pace of organic growth (excluding mergers) has slowed to 6.8% for the group, down from 7.5% growth reported in 2016. Acquisitions (both traditional CPA firms as well as other consulting companies) pushed the overall growth rate to 9.4%.
- Organic growth in net income, at 4.8%, has slowed to a pace not seen since 2011. Even factoring in acquisitions, net income growth is up only 5.5% over last year.
- Audit and accounting services in the IPA 100 continue a multi-year decline as a percentage of total revenue - to now represent an average of 37% of total firm revenue as firms grow non-traditional services.

- Non-traditional services offered by the IPA 100 firms, such as consulting, technology and financial services, climbed to an average of 27% of total net revenue.
- Professional staff turnover (CPAs and other client-serving staff) averaged 15.0% for the IPA 100; with one in seven IPA 100 averaging more than 20% professional staff turnover.

“In addition to the challenges already faced by the profession, the coming wave of artificial intelligence, machine learning, blockchain technology and Big Data is advancing faster than anyone would have predicted even three years ago,” says **Mike Platt**, principal with INSIDE Public Accounting. “Efforts are underway on many fronts to re-engineer how the business of public accounting gets done. The coming changes will be transformational.”

In-Depth Financial and Operational Benchmarking of the Accounting Profession

The full financial analysis of the 587 accounting firm survey participants will be published in late September in the annual INSIDE Public Accounting National Benchmarking Report. In the September issue of the subscription-based publication, IPA will unveil the 2017 Best of the Best firms, those high-performing firms that are measured on more than 70 IPA proprietary metrics.

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To interview the partners at INSIDE Public Accounting please contact Chelsea Summers at 317-733-1920 or csummers@plattgrouppllc.com.

About INSIDE Public Accounting

INSIDE Public Accounting (IPA), founded in 1987, is published by The Platt Group. The Platt Group publishes both the award-winning INSIDE Public Accounting newsletter and the award-winning National Benchmarking Report, along with other key reports on the profession. The Platt Group assists firms to become more successful through a variety of services.

For copies of the 2017 IPA Firm Rankings, customized reprints and pricing information, please contact Chelsea Summers at (317) 733-1920; csummers@plattgrouppllc.com.



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