



Before You Benchmark Clients, Benchmark Yourself

Last week's article generated a lot of replies — and one point kept coming up:

“Darren, I want to start benchmarking clients... but I haven’t benchmarked my own practice in ages.”

That's the real problem.

You can't talk to clients about pricing discipline, write-offs, efficiency or Top 20% performance if you're not across your own numbers. Advisory starts with holding a mirror up to your own practice first.

Peter Drucker summed it up perfectly:

“You can’t manage what you don’t measure.”

Most firms run on feel.

“We’re flat out, so things must be okay.”

But the moment you benchmark properly, the reality hits hard.

Some firms discover write-offs are double where they should be. Others realise pricing is 15–20% below what top operators charge. And staffing ratios — the biggest profit driver — are often miles off. You can't give clients clarity if you don't have clarity yourself.

Benchmarking your own practice gives you three things:

Confidence — you're speaking from experience.

Credibility — clients respect advice you actually apply.

Consistency — a more profitable practice gives you the space for advisory.

Top 20% benchmarking isn't something you do to clients. It's something you live.

If you want clients to take benchmarking seriously, start with your own numbers.

Make sure to use the Referral Code: ESS100 for \$200 off your annual subscription.

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