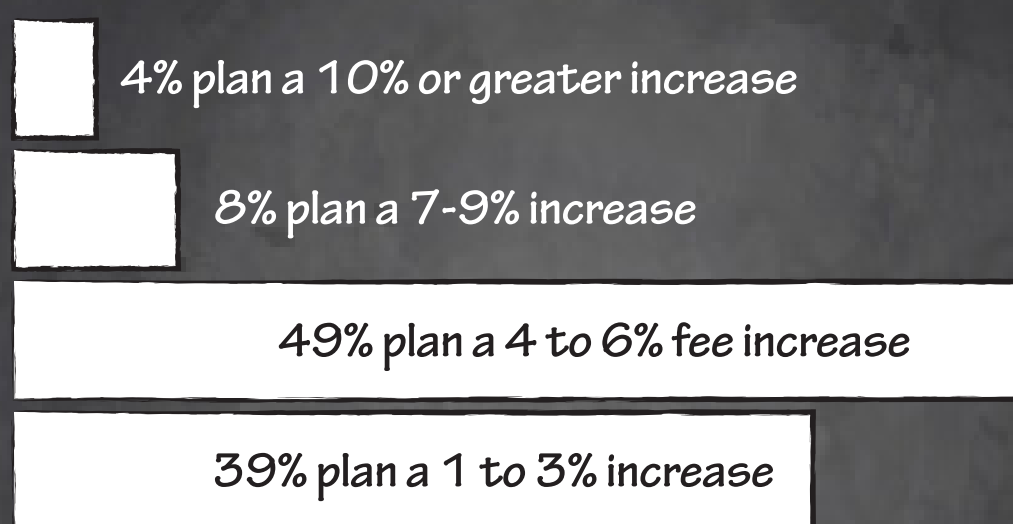


# Who's raising fees?

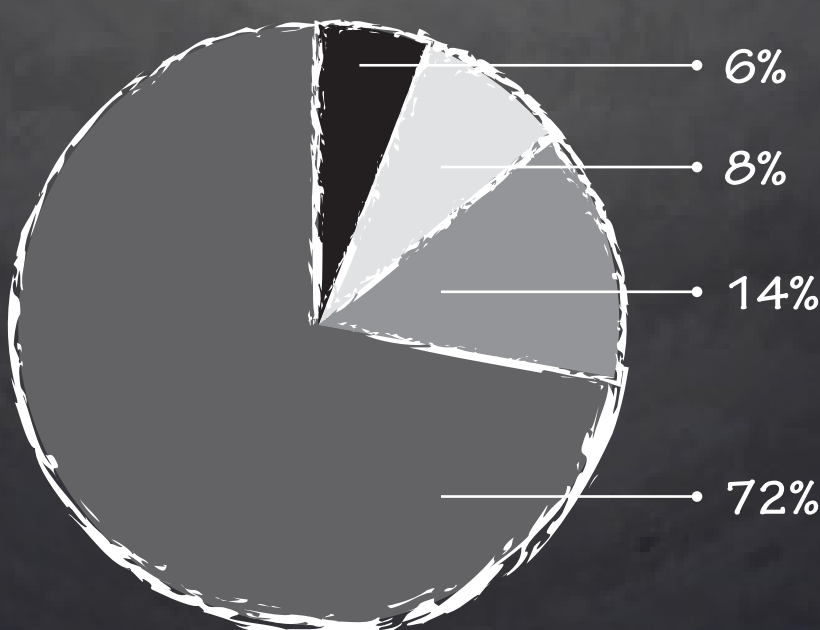


77% of respondents plan to raise fees  
30% on shopped services  
47% on shopped and nonshopped services?

# For practices raising fees, how much are they increasing?



# Will clients notice a fee change?



72% My clients are about as concerned with fee changes as they were in the past  
14% My clients are more concerned with price increases  
6% My clients are less concerned with fees  
8% I don't know how my clients feel

Source: 2017 VHMA Insider's Insight Survey