

# Assigning an LSRP Score

**LSRP Score = Life Score + Services Score + Recency Score + Profit Score**

Score Clients By Number Years You Provided Services		Sort Clients By Number Of Separately Billable Services		Sort Clients By Length Of Time Since Last Question		Sort Clients By Most To Least Multiplier Per Billable Hour	
Number Years	Life Score	Number Of Services	Services Score	Recency Weeks	Recency Score	Fee Multiplier	Profitability Score
> 5.0	5	10+	5	< 4	5	> 7.5	5
3.0 – 5.0	4	7 - 9	4	4 - 6	4	6.5 – 7.5	4
1.5 – 3.0	3	4 - 6	3	6 - 8	3	4.5 – 6.5	3
0.25 – 1.5	2	2 - 3	2	8 - 12	2	2.5 – 4.5	2
< 0.25	1	1	1	> 12	1	< 2.5	1

Life Score – How long have you provided the client with uninterrupted services? An interruption is defined as a defection to another provider or to self service.

Services Score – Services should only be counted if they are separate and distinct billing items. If services are bundled, they are classified as a single service.

Recency Score – Count the number of weeks since the last time your client asked a question unrelated to schedules or deadlines. Asking advisory questions deepens the clients dependence and reliance.

Profit Score – The multiplier should be the ratio of the actual fees collected to the labor costs incurred in performing the work for the client. If Owner or Partner hours are involved, estimate an expected or desired salary or draw for the time involved.

