New Year Pricing & Rate Review Checklist for Therapists

Quick-reference checklist for U.S. mental health professionals preparing for 2025

Reviewing your rates each year helps your practice stay profitable, sustainable, and aligned with your goals. Use this checklist each January to make confident pricing decisions.

Review your current numbers

- [ ] Gather last year's income and expense reports
- [ ] Review total business expenses and note major increases
- [ ] Check your personal income goals for the new year
- [ ] Confirm how many client hours you can realistically maintain
- [ ] Evaluate your current fee schedule and how it supports your goals

Check your market

- [ ] Research current therapy rates in your area and specialty
- [ ] Compare your rates to therapists with similar credentials and experience
- [ ] Review your client demand and caseload — are you full, steady, or slow?
- [ ] Identify your niche or expertise that adds value to your rate
- [ ] Review your insurance reimbursements (if applicable)

Adjust for rising costs

- [ ] Review new expenses for 2025 (rent, software, insurance, payroll, CEUs)
- [ ] Account for inflation or cost-of-living changes
- [ ] Revisit your savings and tax goals before setting new rates
- [ ] Consider increasing fees if costs rose and income stayed flat

Plan and communicate your rate change

- [ ] Choose an effective date for new rates (January or next billing cycle)
- [ ] Notify clients 30–60 days before the change
- [ ] Update your informed consent and financial agreement forms
- [ ] Update rates on your website, directories, and intake paperwork
- [ ] Prepare a short, professional message explaining the rate update

Track and review

- [ ] Monitor session volume and client retention after rate changes
- [ ] Review income and expenses quarterly to track progress
- [ ] Adjust as needed if workload or expenses shift midyear
- [ ] Schedule your next pricing review for January 2026

Designed for mental health professionals

- Therapists in private practice
- Psychologists
- Licensed clinical social workers
- Professional counselors
- Marriage and family therapists

- Group practice owners

Final reminder

Reviewing your rates yearly keeps your practice financially healthy and prevents burnout. A small adjustment now helps your income grow with your costs — not against them.

Questions?

We help therapists nationwide assess pricing, plan income goals, and build sustainable practices.

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