PRICING GUIDE
ACCOUNTING SOFTWARE

Software Advice®

Thank you for requesting this PDF report from Software Advice through one of our Partners!

Software Advice simplifies buying software. We use our industry knowledge to give you reliable information about thousands of software products across dozens of industries.

Our 1-to-1 personalized guidance matches business owners, employees, and teams with custom software recommendations for free.

In as little as 15 minutes, get our list of top picks in whatever software category you need.

Our advisors have deep industry knowledge. They specialize in pairing the best software with your individual business requirements.

Take advantage of our insights into industry trends. Let us help you capitalize on new technology, research, and discoveries that can optimize your business.
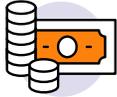
One of our advisors will call you to share customized software recommendations. Or you can chat now with an advisor and get personalized, 1-on-1 help immediately.

No frenzied online searches needed!

HERE'S WHAT WE'LL COVER:

PRICING MODELS

PRICING OF POPULAR PRODUCTS

PRICING RANGES

UNEXPECTED COSTS

THREE COMMON PRICING MODELS

PERPETUAL LICENSE .... An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.

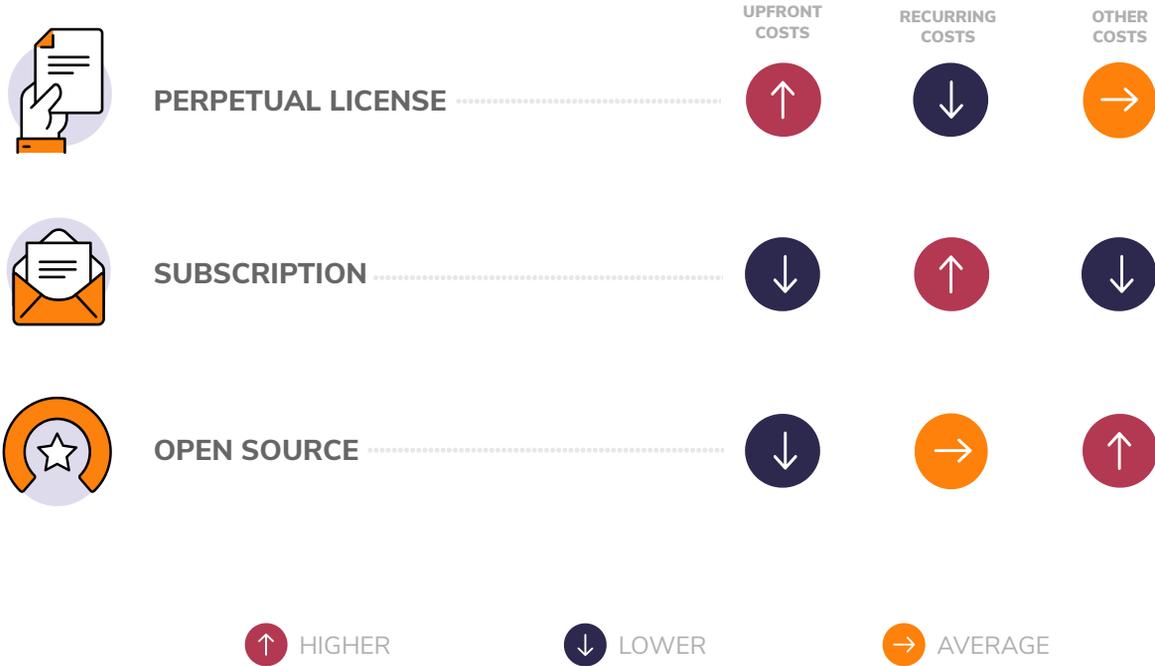**SUBSCRIPTION** .... A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software-as-a-Service (SaaS).

OPEN SOURCE .... Licenses are usually free of charge, which reduces upfront costs. Implementation, integration, and ongoing maintenance, however, can be major expenses.

COMPARING COSTS BY PRICING MODEL

	UPFRONT COSTS	RECURRING COSTS	OTHER COSTS
PERPETUAL LICENSE	↑	↓	→
SUBSCRIPTION	↓	↑	↓
OPEN SOURCE	↓	→	↑

↑ HIGHER   ↓ LOWER   → AVERAGE

Software Advice.

UPFRONT COSTS

	Perpetual License Costs	Subscription Costs	Free & Open Source Costs
Customization	●	●	●
Installation and Setup	●	●	●
Integration with Existing Systems	●	●	●

Upfront costs, also known as initial costs or one-time costs, refer to the expenses that are incurred at the beginning or before the start of a project, purchase, or service. These costs are typically paid upfront or in advance and are not recurring.

Understand the different types of costs:
- Perpetual license costs: Cost associated with the product being purchased which is paid upfront, in a single transaction and once in a lifetime.
- Customization costs: Customization costs refer to the expenses incurred to tailor a product, service, or system to meet specific requirements or preferences of an individual or organization.
- Installation and setup: Charges associated with setting up or installing a service or equipment costs.
- Integration with existing system costs: Integration may require the use of middleware or integration tools that facilitate communication and data exchange between software systems. The costs associated with acquiring, licensing, or configuring these tools are considered integration costs.

RECCURING COSTS

	Perpetual License Costs	Subscription Costs	Free & Open Source Costs
Maintenance (updates, patches, & upgrades)	🟠		🟠
Premium Support Services	🟠	🟠	
Subscription Fee		🟠	
In-House or Outsourced IT Consultants			🟠

Recurring costs, as the name suggests, are expenses that are incurred on an ongoing basis at regular intervals. These costs typically repeat periodically, such as monthly, quarterly, or annually. Recurring costs are often associated with maintaining and operating a product, service, or project over time.

Understand the different types of costs:
- Maintenance cost: Fees paid periodically to maintain the usage rights of a product or service.
- Support service cost: Support service costs refer to the expenses associated with providing assistance, maintenance, and technical support for a product or service.
- Subscription fee: Regular payments made to access a service or product on a subscription basis.
- In-house/Outsourced consultants cost: If an organization chooses consultant based onboarding or customer support as part of their package, additional costs may be associated with it.

SAMPLE PRICING OPTIONS

PRODUCT	PRICING MODEL	FREE VERSION	FREE TRIAL	BASIC	PREMIUM	ADVANCED
Bench	Subscription /mo	❌	✅	$249	$399	$399
Deskera Books	Subscription /mo	❌	✅	$1,000	$1,000 - $2,000	$2,000+
FreshBooks	Subscription /mo	❌	✅	$11	$19	$35
Kashoo	Subscription /mo	❌	✅	$18	$27	$27
Plooto	Subscription /mo	❌	❌	$32	$32 - $59	$59
ProfitBooks	Subscription /mo	❌	✅	$15	$15	$15
Quickbooks Desktop Enterprise	Subscription /mo	❌	✅	$153	$153 - $188	$367+

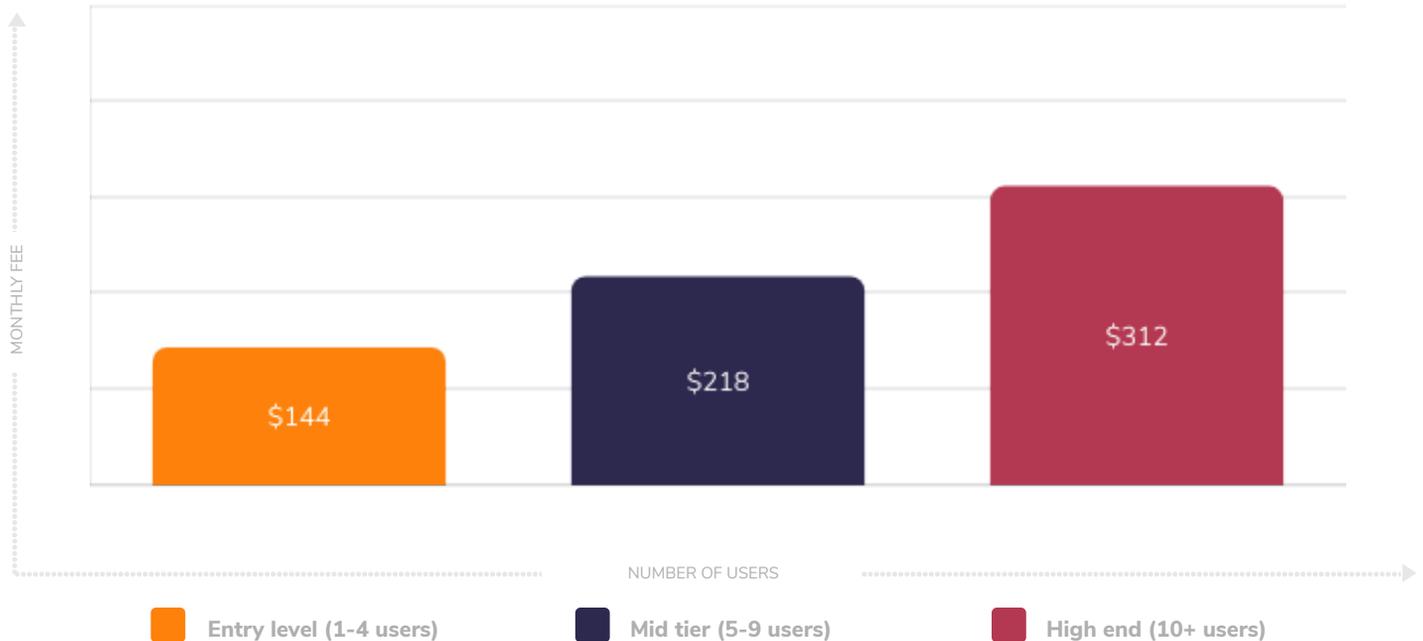Note: Pricing is on annual basis, unless otherwise stated.

SAMPLE PRICING OPTIONS
CONTINUED

PRODUCT	PRICING MODEL	FREE VERSION	FREE TRIAL	BASIC	PREMIUM	ADVANCED
Quickbooks Online	Subscription /mo	❌	✅	$30 - $90*	$90 - $200	$200
Sage 50cloud	Subscription /mo	❌	❌	$50 - $159	$185 - $342	$342+
Synder	Subscription /mo	❌	✅	$48	$88	$220
Xero	Subscription /mo	❌	✅	$15*	$42	$78
ZarMoney	Subscription /mo	❌	✅	$15 - $40*	$50 - $90	$100 - $350
Zoho Books	Subscription /mo	✅	✅	$15 - $40	$40 - $60	$60 - $120+

Note: Pricing is on annual basis, unless otherwise stated.
*Pricing is billed monthly.

SUBSCRIPTION PRICE RANGES

MONTHLY FEE

$144

$218

$312

NUMBER OF USERS

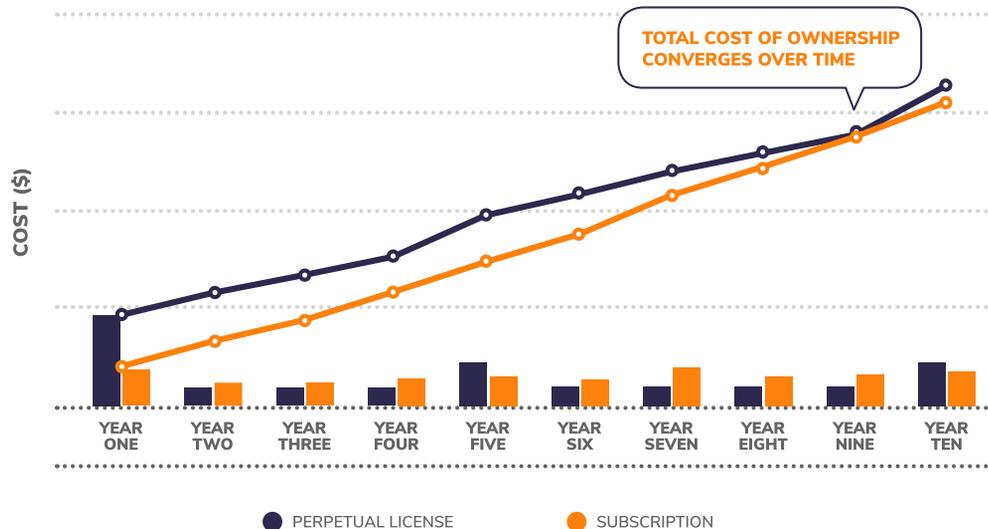■ Entry level (1-4 users)   ■ Mid tier (5-9 users)   ■ High end (10+ users)

Note: basic range covers basic features of the product, whereas premium generally has basic features plus some premium features. And, advanced package usually offers customization features along with features to support large teams or enterprises.

Software Advice®

TOTAL COST OF OWNERSHIP

The bars show the cost per year for a **license** or **subscription** deployment. Those costs accumulate each year as illustrated by the lines, which tend to converge after 7-10 years.

- A **perpetual license** for software typically costs more in the first year, with occasional costs for major upgrades within 5-10 years.
- A **subscription model** further spreads out the total cost and may include additional costs for upgrades beyond the first year.

COST ($)

> **TOTAL COST OF OWNERSHIP CONVERGES OVER TIME**

YEAR ONE · YEAR TWO · YEAR THREE · YEAR FOUR · YEAR FIVE · YEAR SIX · YEAR SEVEN · YEAR EIGHT · YEAR NINE · YEAR TEN

● PERPETUAL LICENSE   ● SUBSCRIPTION

Visit our **TOTAL COST OF OWNERSHIP CALCULATOR** for a more detailed estimate.

CALCULATOR

Software Advice.

OFTEN OVERLOOKED COSTS

DATA MIGRATION
While this can be done in-house, most will want to pay the vendor to transfer data.

TRAINING
Web-based training is often included, but vendors will charge for in-person training.

HARDWARE & IT
This can be a major expense for on-premise software buyers that need their own servers.

MAINTENANCE & UPGRADES
Be sure to ask the vendor if they charge for updates, patches, upgrades, and other maintenance events.

SELECTION CRITERIA

The products in this guide qualified for the most recent FrontRunners for Accounting and were highly rated by users (https://www.softwareadvice.com/accounting/#frontrunners).

Only products with publicly available pricing information were included in this pricing guide.

We summarized publicly available pricing sources including vendor websites as of November 2023 beginning with the lowest monthly pricing (not including annual discounts) for packages that include the core functionality for this software category.

Core features which these software tools include are: general ledger, accounts payable, accounts receivable, bank reconciliation, and financial reporting.

We have also listed pricing for more advanced packages (per user, when available) that include these core software feature(s). As always, your company's specific needs may differ, and final pricing will vary.

GET HELP FINDING THE RIGHT
ACCOUNTING SOFTWARE

FRONT RUNNERS

FREE CONSULTATION

Get a free consultation and save weeks of research by calling

(888) 234-5103

Software Advice.