



Gross vs. Net Fees: What is the Difference?

When speakers who are new to FIVE STAR let us know their fees, one of the first questions we ask is whether those fees are gross or net. In the case of a net fee, the speaker says they want to net a certain amount (\$10,000, for example), and we are required to add on top of that fee if we want to book them (so we could sell them for \$12,500, for example). In the case of a gross fee, the speaker will pay us a commission on any sale we bring to them out of the same \$10,000 fee. So if a client called you directly and asked you the fee, you would be quoting the same fee we would with the same client.

98% of our speakers are gross fee speakers.

Why be a gross speaker?

- Fee consistency across the board**
- Bureaus strongly prefer gross fees. Part of our value prop to our clients is that we don't charge a fee for our services. When we need to mark above the fees, it's de-motivating to us to work with you.**
- You will be more likely to get business from FIVE STAR and other bureaus if you are willing to play the game the right way.**