



How do you rank among other MSPs?

Thank you for your interest in the ForzaDash | MSP Influencer MSP 555!

We're excited to celebrate the achievements of top-performing MSPs across the country. Before completing your application, we recommend reviewing the questions in advance — you'll have an opportunity to double-check your answers before submitting. Please note: once submitted, applications cannot be edited.

By submitting this application, you confirm that you are authorized to represent the company being nominated and that you have direct knowledge of its operations.

NEW Due to popular demand, revenue figures are now requested but not required. We heard you — many great MSPs were hesitant to apply because of this, and we've adjusted accordingly. For those who choose to submit revenue, ForzaDash | MSP Influencer will never disclose your financials publicly, though we may highlight percentage-based growth based on the information provided.

The ForzaDash | MSP Influencer Board will select honorees based on submitted applications, accomplishments, and overall performance. Final decisions are made at the discretion of the board.

We wish you the best of luck and look forward to learning more about your success!

Key Dates

April 15, 2026 – Applications Open

May 15, 2026 – Early Bird Deadline

June 15, 2026 – Applications Close

Submission Fees

Early Bird: \$25

Regular: \$49

1. Contact:

- a. First Name:
- b. Last Name:
- c. Phone number:
- d. Email:
- e. Company:

2. Top Executive:

- a. First Name:
- b. Last Name:
- c. Phone number:
- d. Email:
- e. Company:

3. Primary Contact:

- a. First Name:
- b. Last Name:
- c. Phone number:
- d. Email:
- e. Company:

4. Social Media:

- a. Website:
- b. LinkedIn:
- c. Facebook:
- d. YouTube:
- e. Twitter (X) :
- f. Instagram:
- g. TikTok:
- h. Blog:
- i. Blue Sky:
- j. Threads:
- k. Other:

5. Upload Company Logo

6. Established Date

7. Mission and Core Values

8. Locations

9. Markets (Geography): Which market(s) do you cover?

10. Tech Stack

a. Professional Services Application (PSA)

- a) ConnectWise Manage (OnPrem)
- b) ConnectWise Manage (Hosted)
- c) Autotask
- d) Salesforce
- e) ServiceNow
- f) Microsoft CRM
- g) SuperOps
- h) Halo
- i) Other

b. Remote Monitoring and Management (RMM)

- a) ConnectWise Manage (OnPrem)
- b) ConnectWise Manage (Hosted)
- c) ConnectWise RMM
- d) Kaseya (OnPrem)
- e) Kaseya (Hosted)
- f) Autotask
- g) Synchro
- h) SuperOps
- i) Ninja
- j) Spiceworks
- k) Other

c. Security Stack

11. Operations

- a. Sales commissions: How do you determine or measure the service gross margin?
 - a) Majority proactive or reactive block time, discounted, for a defined period of time
 - b) Discount from Sales, fixed Cost of Goods Sold, commission % greater on service
 - c) Discount from Sales, true Gross Margin, commission % greater on service
 - d) Discount from Sales, fixed Cost of Goods Sold, commission % equal for service and product
 - e) Discount from Sales, assured margin, commission % equal for service and product
 - f) True Gross Margin, commission % greater on service, no discount from sales

- b. To what degree do you apply budgeting in your management practices?
 - a) Calculated monthly as % of budget fulfillment, management incentives equal (or in line with) to fulfillment %, approx. 15%-30% of gross management pay.
 - b) Calculated monthly as % of budget fulfillment, management incentives equal (or in line with) to fulfillment %, greater than 30% of gross management pay.
 - c) Annual budget not applied to active management, profit sharing is majority of Management incentives, less than 10% of gross management pay.
 - d) Roughly applied to active management, management incentives unequal (or out of line with) to goal fulfillment.
 - e) No annual budget, profit sharing is majority of Management incentives, less than 10% of gross management pay.

- c. What is the common billing practice for most of the services your MSP provides?
 - a) Majority proactive or reactive block time, not discounted, for a defined period of time
 - b) Majority proactive or reactive block time, discounted, for a defined period of time
 - c) Time & Material per Hour
 - d) Time & Material or reactive block time, discounted, with no defined period of time
 - e) Time & Material or reactive block time, discounted, for a defined time period

- d. What practice is used to track service time?
 - a) Practices established, billable hours only logged, client sign-off policy in development
 - b) 100% policy compliancy, all hours logged, mandatory client sign-off, time tracking reports to accounting system
 - c) Sales commission % equal for service and product. Service at <25% commission based on earnings
 - d) Ad hoc, billable hours only logged, client sign-off not required
 - e) Practices in development, billable hours only logged, client sign-off not required
 - f) Practices established, 100% compliancy, all hours logged, mandatory client sign-off

- e. What practice is used when pricing your services?
 - a) Billed per hour, same rate for all support
 - b) Billed per hour, rate differs per skillset and perhaps response time
 - c) Billed per hour, rates calculated per skillset and response time
 - d) Billed per hour, exploring difference in rate per skillset
 - e) Billed per hour, rate differs per skillset

- f. What are your service and sales management incentive comp plans for services?
 - a) Sales/Service incentive on Service GM%, growth and client satisfaction. Service incentive greater than 35% of comp
 - b) Sales commission % equal for service and product. Service 10-25% of comp based on earnings
 - c) Sales/Service incentive on Service GM%, and client satisfaction. Service incentive 25-35% of comp
 - d) Sales commission % equal for service and product. Service less than 15% of comp
 - e) Sales commission % equal for service and product. Service less than 15% of comp based on earnings

- g. What is your per user pricing?

- h. What is your average realized project labor rate?

- i. How much MDF (Marketing Development Funds) do you use in a typical year?
 - a) < \$1,000
 - b) \$1,001 to \$2,500
 - c) \$2,501 to \$5,000
 - d) \$5,001 to \$7,500
 - e) \$7,501 to \$10,000
 - f) +\$10,000

- j. Peer Group
 - a) ASCII
 - b) Autotask
 - c) GTIA (CompTIA)
 - d) Evolve (Connectwise)
 - e) ForzaDash | MSPInfluencer
 - f) MSP Alliance
 - g) MSP-Ignite
 - h) Robin Robins
 - i) TAG (Technology Assurance Group)
 - j) Taylor Business Group

- k) The 20
- l) The Tech Tribe
- m) TruMethods
- n) Vistage
- o) YEO
- p) Other

12. Where do you get your news from?

- a. MSP Influencer
- b. MSSP Alert (After Nines)
- c. CRN (Channel Company)
- d. ChannelNomics
- e. Business of Tech (MSP Radio)
- f. MSPinsights.com (The Business Solutions Network)
- g. GTIA - CompTIA
- h. LinkedIn
- i. Channel Futures
- j. Channel e2e (After Nines)
- k. Joey Pinz Podcast
- l. Other Podcasts
- m. Other

13. How often do you typically review services with clients?

- a. Weekly
- b. Bi Weekly
- c. Monthly
- d. Bi Monthly
- e. Quarterly
- f. Semi Annually
- g. Annually
- h. Never
- i. Other

14. Vertical Markets

- a. Agriculture
- b. Architect / Engineer
- c. Associations
- d. Communications-
- e. Construction-
- f. Distribution
- g. Education (K-12)

- h. Engineering/Scientific
- i. Financial
- j. Government
- k. Higher Education
- l. Healthcare
- m. Hospitality/Food Services
- n. Insurance
- o. Legal
- p. Manufacturing
- q. Marketing
- r. Real Estate
- s. Retail
- t. Transportation
- u. Utilities
- v. Other

15. Technology offerings

- a. Application Development
- b. Backup, Recovery & Data Protection
- c. Build Custom Systems/Servers/Storage
- d. Business Intelligence (CRM, ERP, ECM)
- e. Business Analytics
- f. Public Cloud Computing
- g. Private Cloud Computing
- h. Components/Peripherals
- i. Consulting/Strategy/Professional Services
- j. Contact Center/Call Center
- k. Data Center-Hosting/Design/Cooling
- l. Desktops/Systems
- m. Develop Custom Software Solutions
- n. Digital Signage
- o. Disaster Recovery/Business Continuity
- p. Hardware Lifecycle Management
- q. Hosting/Application Hosting
- r. Infrastructure Design and Implementation
- s. Internet Services and Solutions
- t. Laptops/Tablets
- u. Managed Print Services
- v. Managed Services Provider
- w. Mobility
- x. Networking

- y. Security - Network & Information
- z. Security – Perimeter
- aa. Security – Endpoint
- ab. Security – Application
- ac. Security - Data
- ad. Security - Detection and Response (MDR)
- ae. Security - Phishing
- af. Security - SIEM
- ag. Security - SOC
- ah. Security - Intrusion Protection Services (IPS)
- ai. Security - Vulnerability Management
- aj. Security - Penetration Testing
- ak. Printers/Scanners/Barcode
- al. Storage
- am. System Integration
- an. Telecommunications
- ao. Unified Communications/Collaboration
- ap. Virtualization-Desktop
- aq. Virtualization-Server
- ar. VoIP Integration Services
- as. Help desk/desktop support
- at. Server support
- au. Network performance monitoring
- av. Audit and discovery
- aw. Client assessment
- ax. Remote monitoring
- ay. Antivirus/antimalware
- az. Identity Management Security (2FA, SSO)
- ba. OS Patching and updates
- bb. Third-party patching and updates
- bc. Managed firewall
- bd. Firewall as a service
- be. Intrusion detection/prevention
- bf. Cloud monitoring
- bg. Cloud application engagement
- bh. Hosting (client-owned equipment)
- bi. Cloud (IaaS)
- bj. Cloud (PaaS)
- bk. Cloud (SaaS)
- bl. Office 365 management
- bm. Office 365 backup
- bn. Dark Web security monitoring

- bo. NOC (Network Operation Service)
- bp. SOC (Security Operations Service)
- bq. Robotic Process Automation
- br. AI
- bs. Gen AI
- bt. LLM
- bu. Other

16. What ConnectWise Mode are you?

Learn more about ConnectWise Modes Theory? <https://www.connectwise.com/resources/modes-theory>

- a. Startup
- b. Value Builder
- c. Empire Builder
- d. Balance Builder
- e. Not Sure

17. Client/Business Questions

- a. Growth strategy
 - a) - Grow organically through new service offerings
 - b) - Acquire or partner with another MSP
 - c) - Sell the business
 - d) - Don't know yet

- b. Have you acquired an MSP? If so, how many and revenue?

- c. Average length of engagement with clients
 - a) < 1 Year
 - b) 1 to 2 Years
 - c) 2 to 3 Years
 - d) 4 to 5 Years
 - e) 6 to 7 Years
 - f) +7 Years

- d. How many Clients/Businesses did you support 2 years ago?

e. How many Clients/Businesses did you support last year?

f. How many End Points did you support 2 years ago?

g. How many End Points did you support last year?

18. Full-Time Employees - 2 Years ago

- Sales
- Service-Infrastructure
- Administration
- Finance
- Sales Admin & Management
- Service-Application Development
- Marketing
- Management
- Total:

19. Full-Time Employees last year

- Sales
- Service-Infrastructure
- Administration
- Finance
- Sales Admin & Management
- Service-Application Development
- Marketing
- Management
- Total:

Revenue

20. What percent of your total revenue is derived from selling into the following markets? (must add up to 100%)

- Small Market (0-99 seats)
- Low Mid Market (100-499 seats)
- High Mid Market (500-999 seats)
- Large Market (1000 or more seats)

21. Revenue Total (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

- 2 Years ago
- Last Year

22. Revenue Total (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

- 2 Years ago
- Last Year

23. Revenue Total (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

- 2 Years ago
- Last Year

24. Misc

- I hereby attest that all information in this survey is accurate and true to the best of my knowledge. *(Please type your first and last name here, along with the date as your Electronic Signature.)*
- What attributes make a successful In-Person MSP event?
- ForzaDash / MSP Influencer In-Person events are made from MSPs (and former MSPs) for MSPs. Does this help when selecting an event to attend?
- Would you be willing to participate in a panel at our In-Person events? What can you help other MSPs with? What would be the subject?
- ForzaDash / MSP Influencer has many MSP Focus Groups and Workshops. Would you be willing to participate?

25. - Final Comments

