

Article

Why High-Performing MSPs Invest in Peer Group Membership

What MSP owners gain by learning alongside other business leaders.

Running an MSP is lonely at the top. You're the one who decides on pricing, hiring, new service lines, and when to say no to a client. Most owners make those calls alone, with whatever information they have on hand. The best-performing owners don't.

They borrow the experience of people who have already made the same decisions and learned what works the hard way. That's the real value of a peer group.

The cost of figuring it out alone

Every MSP eventually hits the same walls: margins that shrink as you add clients, technicians who are busy but not profitable, a sales process that depends on the owner, and a business that can't run without you in the room.

None of these problems are unique. Thousands of MSP owners have faced them. The difference is how long it takes to solve them, and how much it costs along the way. Learning through trial and error means paying for every mistake yourself.

What peer collaboration actually gives you

Proven strategies. Instead of designing a pricing model or service bundle from scratch, you can see what's working in businesses like yours and adapt it.

Benchmarking you can act on. Knowing your gross margin is useful. Knowing how it compares to similar MSPs, and which levers they pulled to improve it, is far more useful. Benchmarking turns your financials into a to-do list.

Better decisions, made faster. Before you hire a sales leader, sign a new vendor, or acquire a competitor, you can pressure-test the plan with owners who have done it. That kind of input is hard to get from employees and expensive to get from consultants.

Accountability. Most owners know what they should be doing. A peer group meets regularly and asks whether you did it. That simple rhythm is often what turns a plan into results.

Mistakes you never have to make. Some of the most valuable advice in a peer group is a warning. Hearing how another owner lost a key client or overextended on a new line of business can save you a year of pain.

The question isn't whether you can solve these problems on your own. It's how much time and margin you're willing to spend doing it.

Why the source of the advice matters

Not every peer group is built the same. Look for one led by people who run a technology services business themselves. Technology Assurance Group owns and operates a managed technology services provider in Southern California and applies its own best practices there first. As TAG puts it: "We do what we teach, and we teach what we do."

Since 1998, TAG has brought together leading managed technology services providers across the U.S. and Canada. Members integrate IT, cloud, cybersecurity, telecom, AV, video surveillance, access control, and managed print, so the conversations reflect how modern providers actually grow.

What to look for in a peer group

- Professionally led sessions, not unstructured networking
- Financial analysis and benchmarking against real peer data
- Sales, marketing, and lead generation programs you can put to work
- Leadership and management development for you and your team
- Strategic partnerships that improve buying power

The bottom line

High-performing MSP owners treat peer group membership as an investment, not an expense. The payoff shows up in faster decisions, healthier margins, and a business that's worth more because it doesn't depend on one person to run it.

Learn how TAG National supports MSP growth

See how TAG members learn from each other and grow faster.

Book a no-obligation discovery meeting with TAG National.