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NYC IT Services Deal Benchmark 2026

Published 2026-07-09 · Updated 2026-07-09 · 451 opportunities · <https://www.nextgencodingcompany.com/nyc-it-services-deal-benchmark-2026>

Analysis of 451 signed and formally declined NYC IT services and staff augmentation opportunities (January 2023 - June 2026), broken out by lead source, vertical, average contract value, and close rate.

Deal source breakdown (n=451)

Source	% of deals	Avg deal size	Notes
Referral / warm introduction	41%	\$142K	Existing clients, portfolio companies, prior colleagues
Networking & offline (events, dinners)	24%	\$118K	NYC finance and legal-tech conferences, alumni networks
Inbound (SEO, direct, brand)	19%	\$96K	Organic search, direct visits, branded referrals
Outbound (email, LinkedIn)	11%	\$74K	Targeted account outreach, sequenced multi-touch
Paid & other	5%	\$61K	Paid search, sponsored placements, misc partnerships

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Deals and close rate by vertical (n=451)

Vertical	% of deals	Avg deal size	Close rate
Financial services	34%	\$168K	38%
Professional services (legal, accounting, consulting)	26%	\$134K	31%
Healthcare & life sciences	12%	\$112K	27%
SaaS & technology	11%	\$88K	24%
Real estate & PropTech	7%	\$79K	22%
All other verticals	10%	\$64K	19%

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Methodology

CRM census of closed-won and closed-lost opportunities; total contract value at signature; records with incomplete source or value fields excluded (n=27).

Sample	451 opportunities
Time period	2023-01/2026-06
Geography	New York City, New York, United States
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How to cite this report

NextGen Coding Company. (2026). NYC IT Services Deal Benchmark 2026.
<https://www.nextgencodingcompany.com/nyc-it-services-deal-benchmark-2026>

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