

Local demo flow • no live sending

# Clean Books to Owner Decisions

A local demo flow for turning a messy-book request into the right first paid step. It shows the practical path from first review to cleanup, monthly rhythm, and owner planning only when the records support it.

## SAMPLE PROSPECT

### Pelican Lawn & Repair

Behind on records, PDF statements, owner and personal activity mixed in

**39/100**

readiness score

**No**

owner planning now

**First paid step: Fixed-scope cleanup review**

01 Cleanup request

02 Route fit

03 File request

04 Diagnostic packet

05 Monthly rhythm

06 Clean-books gate

07 Paid step

## The whole buyer path in one place.

This is the demo asset for showing how a messy-book prospect gets routed without overpromising monthly close or owner finance work too early. Green buttons open local sample pages; PDF buttons open printable proof.

## 01

**CAN YOU TELL WHAT SHAPE MY BOOKS ARE IN BEFORE QUOTING MONTHLY WORK?**

### **Start with a cleanup review request**

The prospect answers a short qualification form and describes their system, files, reconciliation status, and urgency.

**Review the sample intake**

**Open PDF proof**

#### **Cleanup Review Intake**

Local sample form and route report. No live sending.

## 02

**AM I READY FOR MONTHLY CLOSE, OR DO I NEED CLEANUP FIRST?**

### **Route before promising the wrong service**

The route separates cleanup, month-end close, later owner finance, and poor-fit requests.

**See the route decision**

**Open PDF proof**

#### **Cleanup Review Intake**

Local sample form and route report. No live sending.

## 03

WHAT DO YOU NEED FROM ME TO START?

### **Request only the files needed for the first review**

The prospect receives a focused list: accounting access or exports, bank/card statements, reconciliation reports, and owner activity notes if needed.

[Open the file request checklist](#)

[Open PDF proof](#)

#### **Cleanup Review Intake**

Local sample form and route report. No live sending.

## 04

WHAT IS WRONG, WHAT IS MISSING, AND WHAT SHOULD HAPPEN FIRST?

### **Deliver a cleanup diagnostic packet**

The packet shows readiness score, missing items, risk buckets, exception questions, and a recommended cleanup path.

[View the sample cleanup packet](#)

[Open PDF proof](#)

#### **Full Sample Client Packet**

Cleanup diagnostic, question list, owner finance gate, and scope ladder.

## 05

ONCE CLEANUP IS DONE, WHAT DOES ONGOING SUPPORT LOOK LIKE?

### **Move into a monthly close rhythm when records support it**

Monthly work focuses on reconciliations, clean financials, exception review, and owner-ready summaries.

**See the monthly rhythm**

**Open PDF proof**

#### **Full Sample Client Packet**

Cleanup diagnostic, question list, owner finance gate, and scope ladder.

## 06

CAN I USE THESE NUMBERS FOR CASH PLANNING AND OWNER DECISIONS?

### **Gate owner finance behind clean records**

Owner finance output is shown only after the records are reliable enough. Messy books get cleanup actions, not planning conclusions.

**Review the clean-books gate**

**Open PDF proof**

#### **Owner Finance Stress Test**

Stress-tested owner planning examples with cleanup-first blocking.

**WHAT SHOULD I BUY FIRST?****Quote the next paid step**

For the messy sample, the next step is a fixed-scope cleanup review. Later options are monthly close and owner finance after the books support them.

**Choose the first paid step**

**Open PDF proof**

**Full Sample Client Packet**

Cleanup diagnostic, question list, owner finance gate, and scope ladder.

**Cleanup first****Why Pelican is blocked from owner planning**

- Cleanup review is not complete.
- Bank and card accounts are not fully tied out.
- Owner and personal items need treatment confirmation.

**Later step****Magnolia Advisory Studio**

Shown after cleanup and monthly close rhythm are reliable.

- How much cash should stay in the business before increasing owner draws?
- Which spending guardrails should be reviewed each month?
- What changes if revenue lands below the expected range?

# Package ladder

The front door stays cleanup and reconciliations. Owner finance is a later add-on when records are reliable.

## Cleanup Review

**When:** Books are behind, unclear, PDF-heavy, or owner activity is mixed in.

**Deliverable:** Issue list, missing files, transaction questions, cleanup path.

## Monthly Close Lite

**When:** Books reconcile and the client needs a dependable monthly rhythm.

**Deliverable:** Reconciliations, month-end checklist, owner-ready monthly summary.

## Owner Finance Snapshot

**When:** Records are reliable enough for cash, spending, and owner draw review.

**Deliverable:** Cash range, draw guardrails, spending review, decision questions.

**Recommended first paid step**

## Start Pelican with a fixed-scope cleanup review.

The review should confirm the reconciliation baseline, separate owner and personal activity, produce the question list, and define the cleanup path before monthly close or owner finance work is quoted.

[View the sample paid step](#)

[See all proof assets](#)

**Proof assets linked from this flow**

Each button opens a local sample artifact already built in the prototype folder.

PROOF ASSET

## Cleanup Review Intake

Local sample form and route report. No live sending.

HTML

PDF

PROOF ASSET

## Full Sample Client Packet

Cleanup diagnostic, question list, owner finance gate, and scope ladder.

HTML

PDF

PROOF ASSET

## Owner Finance Stress Test

Stress-tested owner planning examples with cleanup-first blocking.

HTML

PDF

Local sample only. No form responses are sent and no client files are collected by this artifact.