Example Client Journey



Prepared on

February 21, 2025



Dear Prospective Client,

Thank you for taking the time to connect with us. At **MyBuilderCPA**, we are dedicated to helping home builders gain financial clarity and streamline their accounting processes. Whether you ultimately decide to work with us or find another accounting partner who better suits your needs, our goal is to **contribute to your success** by providing financial insight, structure, and the best possible resources to help your business thrive.

This document is designed to walk you through **our process**—from initial assessment to implementation, ongoing financial reporting, and long-term planning. Here's what you'll find inside:

- **Assessment Deliverable** A sample evaluation of a home builder's financial health and pain points.
- Implementation Plan A step-by-step roadmap to clean up accounts, optimize reporting, and align with NAHB cost codes.
- **Profit First Strategy** How we help builders implement Profit First principles to create **consistent cash flow** and **profitability**.
- Sample Reports Examples of the financial insights and job costing reports we deliver to our clients regularly.

Our **ultimate mission** is to help home builders **focus on building**—while we handle the complexities of accounting, job costing, and financial forecasting. If this document sparks any questions, I'd love to chat further. Feel free to reach out via **email (jon@mybuildercpa.com)** or **text (317-520-1414)** to keep the conversation going.

I look forward to learning more about your business and helping you achieve your financial goals.

Best regards, Jon Markee, CPA Founder & CEO



hello@mybuildercpa.com

www.mybuildercpa.com



Frequently Asked Questions (FAQ) – MyBuilderCPA

1. How does MyBuilderCPA help home builders?

We serve as your **outsourced accounting department**, handling **bookkeeping**, **job costing**, **WIP reporting**, **financial forecasting**, **and tax preparation**. We ensure your accounting aligns with **NAHB cost codes** and integrates seamlessly with job software like **BuilderTrend and JobTread**. Our goal is to provide **clarity and control** over your finances so you can focus on building.

2. Do you work with QuickBooks Desktop?

No. We exclusively work with **QuickBooks Online (QBO)** because of its superior **job costing**, **automation**, **and integration** capabilities. If you're on QuickBooks Desktop, we can migrate your data to QBO with a **one-time setup fee** and ongoing support.

3. What's included in your service plans?

Our services typically include:

- Monthly transaction entry using QBO bank feeds
- Monthly financial reporting (P&L, Balance Sheet, Job Costing, etc.)
- Work in Progress (WIP) tracking
- Budgeting and cash flow forecasting
- 🔽 Tax preparation & 1099/W-9 compliance
- Routine virtual meetings to review financials

4. How do I get started?

Till out our Let's Talk Pricing form at www.mybuildercpa.com

Step 2: We'll schedule a virtual consultation (or you can text Jon at **317-520-1414** for a faster response).

Step 3: Once we understand your needs, we'll create a **custom accounting plan** and begin implementation.

5. Can we schedule phone calls?

We communicate primarily through **email and scheduled virtual meetings**. This ensures that we stay focused on delivering results without interruptions. We are **highly responsive via email and text**—you can text Jon at **317-520-1414**, and he will respond as soon as possible.

6. How often do we meet?

Our clients typically have **weekly**, **bi-weekly**, **or monthly** meetings via **Google Meet**. We recommend **scheduling meetings one year in advance** to ensure consistency.

7. Do I need to handle my own payroll?

We do not **directly** process payroll but will assist in setting up and managing payroll through **QuickBooks Online Payroll** or a third-party provider. We also ensure that all payroll transactions are recorded correctly in your financials.

8. What if I already have a bookkeeper?

We've found that **our process works best when we handle everything from start to finish**. We do not co-manage books with external bookkeepers, as this often leads to **errors, rework, and inefficiencies**.

9. What's the process for cleaning up messy books?

If your books are behind, we will conduct a **full assessment** and clean them up within **3 months**. This includes:

- Fixing AP & AR issues (duplicate payments, missing invoices)
- Aligning your Chart of Accounts with NAHB standards
- * Reconciling accounts & generating accurate WIP reports

10. Do you offer tax planning and compliance?

Yes! We provide **year-round tax planning**, estimated tax calculations, and **business tax return preparation**. We also handle **1099 preparation** and **W-9 collection** to ensure smooth year-end reporting.

11. What industries do you serve?

We specialize in home builders with \$10M+ in annual revenue. If you're a spec builder, custom builder, or remodeler, our accounting processes are designed to optimize your profitability and keep your financials on track.

12. How do you handle cash flow forecasting?

We implement **custom cash flow models** that help you:

- Predict cash shortages before they happen
- Table 2 Allocate funds correctly for job costing & overhead
- Plan ahead with accurate revenue & expense projections

13. What makes MyBuilderCPA different from other accountants?

- ✓ Home Builder Focused: We understand WIP reporting, job costing, and builder-specific financial challenges.
- Comprehensive Service: We handle bookkeeping, tax, payroll, and financial reporting—under one roof.
- ☑ Efficient & Transparent: No hourly billing. Flat-rate pricing ensures you always know your costs.
- NAHB & Job Software Experts: We align QBO, BuilderTrend, and JobTread for seamless financial management.

14. How do I know if MyBuilderCPA is a good fit?

We work best with home builders who want a streamlined financial process and are ready to trust our expertise. If you prefer manual bookkeeping, frequent phone calls, or a "do-it-yourself" approach, we may not be the right fit.

15. What's next?

- Email Jon at jon@mybuildercpa.com
- Text Jon at 317-520-1414 (fastest response)
- Till out our pricing form at www.mybuildercpa.com

Assessment Report

For Pierre Construction



Prepared on

February 21, 2025

Assessment Deliverable: Pierre Construction

Company Profile

• Company Name: Pierre Construction

Location: Denver, ColoradoAnnual Revenue: \$20,000,000

• Projects Per Year: 50

• Current Accounting System: QuickBooks Desktop (to be converted to QBO)

• Job Software: BuilderTrend

Background & Growth Story

Pierre Construction has seen **explosive growth** since starting just three years ago, benefiting from a **strong market and high demand** for new home construction. However, with **rapid expansion comes financial complexity**, and they've reached a point where they **don't fully understand their own financial performance**.

- Some of their floor plans have been wildly successful, while others have underperformed—yet they have no clear way to analyze the differences.
- During the assessment, we discovered that their most popular floor plan was underpriced, meaning they could increase their markup on that offering to maximize profitability.

Key Financial & Operational Findings

1. Accounting System Inefficiencies

- Currently using **QuickBooks Desktop**, which **does not integrate well** with BuilderTrend and requires **manual data re-entry**.
- Data silos exist between the office and operations teams—Marg, the Office Manager, only looks at QBO, while the field team only looks at BuilderTrend.
- Solution: Transition to QuickBooks Online (QBO) for real-time syncing with BuilderTrend and eliminate redundant data entry.

2. BuilderTrend Not Used to Full Capability

- Online payments were sent without syncing to QBO, causing inaccurate records and making it impossible to process partial payments to subcontractors.
- **Example:** BuilderTrend does not have a **"Partially Paid"** status for bills, so payments were getting lost or inaccurately recorded.
- Solution: Implement a structured workflow ensuring all payments sync correctly between BuilderTrend and QBO.

3. Vendor Credits Entered Incorrectly

- Vendor credits should be entered as **negative bills**, but they were instead **entered as negative line items** on unrelated jobs.
- This misrepresented profits—some jobs appeared more profitable than they actually were.
- Example: A backcharge for damage at 2395 Birch Lane was incorrectly credited to 2397 Birch Lane, making the financials inaccurate.
- Solution: Properly categorize vendor credits as negative bills for accurate job cost reporting.

4. Duplicate Payments & Poor AP Management

- Because BuilderTrend was not synced with QBO, invoices were sometimes paid twice—once on a credit card by Marg and again through electronic payment in BuilderTrend.
- Duplicate payments to subcontractors resulted in **tens of thousands of dollars** in unnecessary costs.
- Solution: Implement strict AP review processes before payments are approved.

5. Office Manager Overloaded with Bookkeeping

- Marg is trying to manage all bookkeeping tasks in QBO, but this is consuming too much of her time.
- She lacks formal accounting training and is struggling to keep up, causing costly mistakes in the books.
- Solution: Offload daily bookkeeping tasks to MyBuilderCPA, ensuring a specialized accounting team handles all entries accurately.

6. Lack of Banking Security & Controls

- Check stock is not secured, increasing the risk of fraud.
- No Treasury Bank Services (Positive Pay) are in place, which leaves the company vulnerable to fraudulent transactions.
- Solution: Implement Positive Pay and secure check stock to prevent unauthorized transactions.

7. Inefficient Budgeting & Estimating

- **BuilderTrend budget templates are not being used**, meaning each job budget has to be manually created **from scratch**.
- This has resulted in **two under-construction jobs without a budget** entered in BuilderTrend.
- Solution: Standardize budget templates to improve accuracy and efficiency.

8. Discrepancies Between QBO & BuilderTrend

- Transactions often fail to **sync properly** because of missing or incorrect mappings.
- BuilderTrend and QBO require three data points to match, yet many transactions are missing at least one.
- This has created dozens of discrepancies, leading to incorrect job costing and financial reporting.
- Solution: Conduct a detailed review of all cost codes and chart of accounts, ensuring they sync seamlessly between QBO and BuilderTrend.

9. Cost Code & Chart of Accounts Misalignment

- Employees are **randomly adding cost codes in BuilderTrend** without checking if they sync with QBO.
- There is no process in place to maintain a structured cost code system, leading to inconsistent reporting.
- Solution: Align cost codes and chart of accounts with NAHB standards, creating a consistent financial structure.

10. Poor Cash Flow Management & High-Interest Borrowing

- The company nearly ran out of cash multiple times, despite being highly profitable.
- The owner took on a high-interest line of credit, which could take years to pay off.
- Solution: Implement a Profit First cash management system to ensure every dollar is properly allocated upon receipt.

11. Income Tax Findings: Missed Deductions & Compliance Issues

- One of the most **critical discoveries** in our assessment was **major tax inefficiencies** that could have **cost the owner tens of thousands of dollars**.
- Missed Deductions Resulted in Unnecessary Tax Payments
- Prior Year Tax Return Filed Late
- Self-Employed Health Insurance Deduction Mishandled
- Lack of Retirement Contributions & Wealth Management

Kickstart Implementation Plan

For Pierre Construction



Prepared on

February 21, 2025

Kickstart Implementation Plan

Pierre Construction | MyBuilderCPA

Overview

To ensure a **seamless accounting transition**, we will execute a structured **Kickstart Implementation Plan** over the first **12 weeks**. This phase focuses on **cleaning up accounts payable**, **accounts receivable**, **cost codes**, **vendor management**, **financial reporting**, **and reconciliations**.

- Weekly Meetings: 60-minute virtual meetings every Thursday at 4 PM MT for the first 12 months (switching to biweekly thereafter).
- On-Site Visit: Two-day visit within the first 2 months to observe workflows, meet the team, and optimize in-office operations.

Phase 1: Initial Setup & AP Clean-Up (Weeks 1-2)

Week 1: Accounts Payable (AP) Cleanup & System Review

- **Objective:** Identify & correct AP Aging issues, improve bill processing workflows, and implement proper vendor communication protocols.
- Review AP Aging Summary and identify duplicate or incorrect entries.
- ✓ Interview office personnel involved in **bill processing & payments**.
- ☑ Gain access to (or establish) a **shared AP inbox** for vendor invoices.
- Determine **responsibility** for entering & archiving vendor bills—either MyBuilderCPA or internal Pierre Construction staff.
- Milestone: Establish clear AP workflow, eliminate duplicate vendor payments, and confirm AP responsibilities.

Week 2: Vendor & Subcontractor Review

- **Objective:** Clean up **vendor lists**, ensure **W-9 compliance**, and **align vendor records** between **QBO & BuilderTrend**.
- Audit all vendor & subcontractor records in QBO & BuilderTrend for duplicates or inactive vendors.

- Identify vendors missing W-9s & begin outreach for compliance.
- Confirm payment preferences & tax classifications for subcontractors.
- Implement a year-round W-9 collection process to streamline 1099 filing.
- records updated, synced, & W-9 compliance improved.

Phase 2: Revenue Optimization & Job Costing Accuracy (Weeks 3-5)

Week 3: Accounts Receivable (AR) & Homeowner Billing

- **Objective:** Ensure **AR Aging accuracy**, bill **unbilled homeowner expenses**, and **match payments** to invoices.
- Review AR Aging Report & identify past-due invoices or mismatches.
- Search for unbilled expenses to homeowners.
- Sync incoming payments to invoices to improve cash flow visibility.
- Management best practices for tracking homeowner payments in BuilderTrend.
- * Milestone: Accurate AR Aging & homeowner billing process optimized.

Week 4: Products, Services, Cost Codes & NAHB Chart of Accounts

- **Objective:** Standardize job costing, cost codes, and financial categorization.
- Perform a full review of cost codes in BuilderTrend & QBO.
- Map **products/services** between QBO & BuilderTrend for consistency.
- ✓ Implement NAHB Chart of Accounts with Pierre Construction's customizations.
- Identify & correct cost code mapping errors to prevent profit distortion.
- ★ Milestone: Standardized cost codes & financial structures fully implemented.

Week 5: Financial Reporting Blueprint

- **Objective:** Design **impactful financial reports** to provide **clear insights** without data overload.
- Conduct deep-dive interview with the business owner to understand reporting needs.
- Develop a reporting structure that balances detail with simplicity.
- ✓ Provide a financial report preview, fine-tuning based on owner feedback.
- Milestone: Financial reports customized & aligned with business needs.

Phase 3: Final Cleanup & Monthly Closing Process (Weeks 6-12)

Week 6: Final Reconciliations & Closing Process Setup

- @ Objective: Establish monthly reconciliation procedures and finalize cleanup.
- Perform bank, credit card, & loan account reconciliations for accuracy.
- Document a repeatable month-end close process to ensure consistency.
- Assign **responsibilities** between MyBuilderCPA & internal Pierre Construction team members.
- * Milestone: Reconciliations finalized & monthly close process documented.

Weeks 7-12: Full Implementation & Workflow Refinement

- @ Objective: Ensure smooth day-to-day operations and ongoing financial clarity.
- Refine vendor payment processes for timely & accurate payments.
- Improve job cost tracking to ensure real-time visibility into project profitability.
- Conduct weekly cash flow forecasting & planning.
- Milestone: Fully optimized accounting & reporting system ready for routine operations.

Timeframe & Key Considerations

Expected Duration: 6-12 Weeks

⚠ Potential Delays: The schedule depends on timely access to financial data, system permissions, and office staff responsiveness.

Routine Maintenance Begins After: Once cleanup is complete, we will transition to ongoing financial management with regular monthly reporting & forecasting.

Management Report

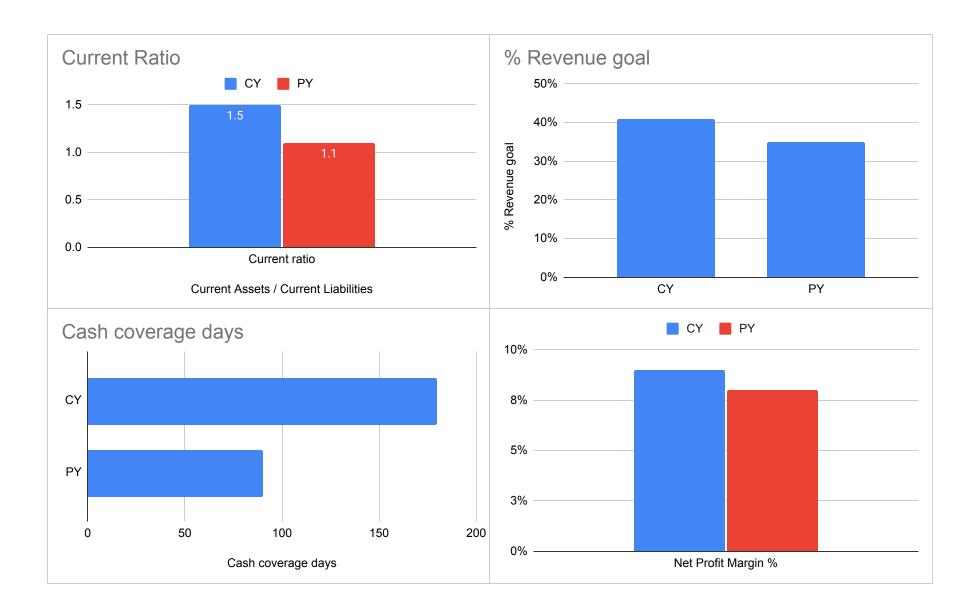
Craig's Design and Landscaping Services For the period ended April 30, 2024

Please note: This sample report was created from a sample QBO Company. While you can expect to receive the same information herein, your report will be aligned with the NAHB Chart of Accounts.



Prepared on

May 27, 2024



Revenue Notes

- Total revenue for the first four months of 2024 increased to \$9,097 from \$0.
- The jobs that generated the most revenue, representing 10% of total revenue, were as follows:
 - Cool Cars \$2,194
 - Paulsen Medical Supplies \$955
- The jobs that generated the least amount of revenue, representing less than 10% of total revenue, were as follows:
 - Jeff's Jalopies \$75
 - Kookies by Kathy \$75
 - Rondonuwu Fruit and Vegi \$75
 - Pye's Cakes \$(9)
- Overall, revenue has improved compared to the same period in the prior year. Given that
 we have just completed April and we have already met 41% of our revenue goal, we are
 on target.

Expense Notes

- Total expenses for the first four months of 2024 increased to \$4,336 from \$0.
- Other than Cost of Goods Sold, the expense categories that were the highest include Maintenance and Repair, Rent or Lease, and Job Expenses.
- The jobs that are most likely to go over budget include
 - John Melton
 - Amy's Bird Sanctuary
 - Geeta Kalapatapu
 - Travis Waldron
- Overall, expenses have increased and you should watch the profitability on the jobs that are most likely to go over budget.

MyBuilderCPA Notes

- The overall financial picture is better than the same period last year.
- Despite improved profitability, the amount of debt has increased with the new Loan
 Payable you took out to fund your growth. We recommend trying to pay this down as
 soon as possible to minimize interest expense. Think carefully about taking on any more
 debt. Instead, arrange your homeowner contracts so you get paid before you pay for
 expenses on their jobs. Concurrently, you should also maximize the terms with your
 vendors and subcontractors so you don't end up in a cash flow negative situation.



Profit and Loss January - April, 2024

		TOTAL		
	JAN - APR, 2024	JAN - APR, 2023 (PY)	CHANGE	% CHANGE
Income				
Design income	2,250.00		2,250.00	
Discounts given	-89.50		-89.50	
Landscaping Services	6,278.97		6,278.97	
Pest Control Services	110.00		110.00	
Sales of Product Income	44.00		44.00	
Services	503.55		503.55	
Total Income	\$9,097.02	\$0.00	\$9,097.02	0.00%
GROSS PROFIT	\$9,097.02	\$0.00	\$9,097.02	0.00%
Expenses				
Advertising	74.86		74.86	
Automobile	336.83		336.83	
Equipment Rental	112.00		112.00	
Insurance	241.23		241.23	
Job Expenses	891.99		891.99	
Legal & Professional Fees	480.00		480.00	
Maintenance and Repair	940.00		940.00	
Meals and Entertainment	9.52		9.52	
Office Expenses	18.08		18.08	
Rent or Lease	900.00		900.00	
Utilities	331.39		331.39	
Total Expenses	\$4,335.90	\$0.00	\$4,335.90	0.00%
NET OPERATING INCOME	\$4,761.12	\$0.00	\$4,761.12	0.00%
Other Expenses				
Miscellaneous	2,916.00		2,916.00	
Total Other Expenses	\$2,916.00	\$0.00	\$2,916.00	0.00%
NET OTHER INCOME	\$ -2,916.00	\$0.00	\$ -2,916.00	0.00%
NET INCOME	\$1,845.12	\$0.00	\$1,845.12	0.00%



Balance Sheet

As of April 30, 2024

	TOTAL		
	AS OF APR 30, 2024	AS OF APR 30, 2023 (PY	
ASSETS			
Current Assets			
Bank Accounts			
Checking	1,560.10		
Savings	600.00		
Total Bank Accounts	\$2,160.10	\$0.00	
Accounts Receivable	\$6,190.19	\$0.00	
Other Current Assets			
Undeposited Funds	1,068.15		
Total Other Current Assets	\$1,068.15	\$0.00	
Total Current Assets	\$9,418.44	\$0.00	
Fixed Assets			
Truck	13,495.00		
Total Fixed Assets	\$13,495.00	\$0.00	
TOTAL ASSETS	\$22,913.44	\$0.00	
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	\$1,242.72	\$0.00	
Credit Cards			
Mastercard	709.76		
Total Credit Cards	\$709.76	\$0.00	
Other Current Liabilities			
Arizona Dept. of Revenue Payable	0.00		
Board of Equalization Payable	320.84		
Loan Payable	4,000.00		
Total Other Current Liabilities	\$4,320.84	\$0.00	
Total Current Liabilities	\$6,273.32	\$0.00	
Long-Term Liabilities			
Notes Payable	25,000.00		
Total Long-Term Liabilities	\$25,000.00	\$0.00	
Total Liabilities	\$31,273.32	\$0.00	
Equity			
Opening Balance Equity	-9,905.00		
Retained Earnings	-300.00		
Net Income	1,845.12		
Total Equity	\$ -8,359.88	\$0.00	
TOTAL LIABILITIES AND EQUITY	\$22,913.44	\$0.00	



A/R Aging Summary

As of May 27, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Amy's Bird Sanctuary		239.00				\$239.00
Bill's Windsurf Shop			85.00			\$85.00
Freeman Sporting Goods						\$0.00
0969 Ocean View Road	477.50					\$477.50
55 Twin Lane		4.00	81.00			\$85.00
Total Freeman Sporting Goods	477.50	4.00	81.00			\$562.50
Geeta Kalapatapu	629.10					\$629.10
Jeff's Jalopies		81.00				\$81.00
John Melton		450.00				\$450.00
Kookies by Kathy			75.00			\$75.00
Mark Cho	314.28					\$314.28
Paulsen Medical Supplies	954.75					\$954.75
Red Rock Diner	70.00			156.00		\$226.00
Rondonuwu Fruit and Vegi	78.60					\$78.60
Shara Barnett						\$0.00
Barnett Design		274.50				\$274.50
Total Shara Barnett		274.50				\$274.50
Sonnenschein Family Store	362.07					\$362.07
Sushi by Katsuyuki	80.00	80.00				\$160.00
Travis Waldron	414.72					\$414.72
Weiskopf Consulting	375.00					\$375.00
TOTAL	\$3,756.02	\$1,128.50	\$241.00	\$156.00	\$0.00	\$5,281.52



A/P Aging Summary

As of May 27, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Brosnahan Insurance Agency		241.23				\$241.23
Diego's Road Warrior Bodyshop	755.00					\$755.00
Norton Lumber and Building Materials		205.00				\$205.00
PG&E			86.44			\$86.44
Robertson & Associates		315.00				\$315.00
TOTAL	\$755.00	\$761.23	\$86.44	\$0.00	\$0.00	\$1,602.67



Profit and Loss: Amy's Bird Sanctuary

January - April, 2024

	TOTAL
Income	
Landscaping Services	220.00
Job Materials	
Fountains and Garden Lighting	275.00
Plants and Soil	150.00
Total Job Materials	425.00
Labor	
Maintenance and Repair	50.00
Total Labor	50.00
Total Landscaping Services	695.00
Pest Control Services	-65.00
Total Income	\$630.00
GROSS PROFIT	\$630.00
Expenses	
Total Expenses	
NET OPERATING INCOME	\$630.00
NET INCOME	\$630.00



Profit and Loss: Freeman Sporting Goods January - April, 2024

	TOTAL
Income	
Landscaping Services	345.00
Job Materials	
Fountains and Garden Lighting	275.00
Plants and Soil	131.25
Total Job Materials	406.25
Total Landscaping Services	751.25
Pest Control Services	35.00
Total Income	\$786.25
GROSS PROFIT	\$786.25
Expenses	
Total Expenses	
NET OPERATING INCOME	\$786.25
NET INCOME	\$786.25



Profit and Loss: Jeff's Jalopies January - April, 2024

	TOTAL
Income	
Landscaping Services	75.00
Total Income	\$75.00
GROSS PROFIT	\$75.00
Expenses	
Total Expenses	
NET OPERATING INCOME	\$75.00
NET INCOME	\$75.00

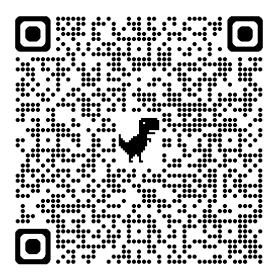


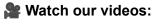
Profit and Loss: Red Rock Diner January - April, 2024

	TOTAL
Income	
Landscaping Services	
Job Materials	
Fountains and Garden Lighting	48.00
Sprinklers and Drip Systems	108.00
Total Job Materials	156.00
Total Landscaping Services	156.00
Pest Control Services	70.00
Total Income	\$226.00
GROSS PROFIT	\$226.00
Expenses	
Job Expenses	
Job Materials	
Decks and Patios	88.09
Total Job Materials	88.09
Total Job Expenses	88.09
Total Expenses	\$88.09
NET OPERATING INCOME	\$137.91
NET INCOME	\$137.91

Ready to Execute This Plan?

- Email Jon Markee at jon@mybuildercpa.com
- Text Jon at 317-520-1414 (fastest response)
- Scan this QR code to book a consultation!





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