OFFICER PACKET · 2026-09-17

Hold the prices.
Ship the channel.

Reviewed against 2026 published ranges. We are not Bench. We are not Bookkeeper Launch. Production presence is a domain, two videos, and three written asks by September 30.

Fieldstone Advisory

Montgomery County, Texas · Implement immediately after signature

AI drafts. Human review. Then send. We are not a CPA firm. We are not a law firm. Circular 230 did not get an AI exception.

METRIC COMPS

What the market actually charges

PRODUCER	PRICE	VS FIELDSTONE
Bench Horizontal mill	$299–$499 / mo	Five times cheaper than us. They cannot close a GC. Do not match them.
Pilot Startup mill	$499+ / mo	Wrong buyer. We do not pitch founders.
Houston contractor CPA desks Local full-service	$400–$700 / $700–$1,200 / $1,200–$2,500 / mo by revenue	Our $1,500 sits in the $1.5–5M Houston band. Hold.
Construction bookkeeping (national) Trade vertical	$800–$2,000 standard · $2,500+ WIP / multi-crew	We are mid-band for a 12-crew file. Not a bargain. Not a CFO.
SPM / fractional construction CFO CFO wrap	$1,900–$13,500 / mo by revenue	We are not this. Decline files that need attest or a CFO. Refer.
Level-style contractor firms Full stack	$1,500–$6,500 / mo · foundation $3,500–$25,000	Friday Close $6,500 is an install, not a year of this. Then $1,500 / mo.
Bookkeeper Launch Course mill	$2,499 Pro · $2,999 Premiere · $4,999 Team	Do not clone. They mint competitors at $99 / mo. We take the files they cannot close.

Transition $1,000 — 40% of Bookkeeper Launch Pro. Two-thirds of one monthly close. Cash this week.

Friday Close $6,500 — Four months of $1,500. Inside foundation-fee ranges. Five seats, then $9,500.

Ongoing $1,500 / mo — 5× Bench. ~1.25× Houston mid-tier. Below a construction CFO floor.

Workshop $1,500 — Half of Launch Premiere. Three hours on their files, not 64 hours of video.

DECISIONS

Hold, then change

Hold 01 · Do not drop monthly below $1,500 to 'beat Bench.' Bench does not job-cost retainage.

Hold 02 · Do not productize a Bookkeeper Launch clone. 17,000 generalists already exist.

Hold 03 · Do not take cards on this desk. Contractors pay on invoice. ACH, check, wire.

Hold 04 · Do not auto-publish faceless AI slideshows. YouTube will throttle it. Human on camera, sixty seconds, every episode.

Hold 05 · Do not start catch-up on a promise. Deposit before the pack leaves.

Channel desk + headless export

Launch's funnel is a free workshop then a $2,499 course. Ours is search-intent YouTube then a $1,000 Transition. Same wrap, different product.

Two episodes a week. Hard.

YouTube Data API now allows up to 100 inserts/day on a verified project. Quality, not quota, is the constraint. Two keeps the channel from looking like sludge.

BKL graduates as overflow, not peers

They finish the course and cannot close a painter with retainage. Transition and the workshop are the offer. Not a partnership. A seat.

Unlisted twenty-four hours, then public

Gives you a red-pen pass on titles, claims, and CPA language before the algorithm does.

CALENDAR

September 17–30

Sep 17	Officer	Read this packet. Sign. Buy fieldstoneadvisory.com. Tick presence only after the registrar confirms.
Sep 18	Officer	SPF / DKIM on the domain. Google Business, Conroe. Do not tick until live.
Sep 19	Operator	Film episode 01. Sixty seconds of your face. Trailer or a blank wall. Use the shot list from Channel.
Sep 22	Operator	Upload 01 in YouTube Studio, unlisted. Not the API until the GCP project is audited.
Sep 23	Operator	Three written asks: one trailer, one ASA Houston, one Conroe Chamber. Ledger them.
Sep 24	Operator	Film episode 02 from the Channel queue.
Sep 26	Operator	Upload 02, unlisted. Publish 01 if the red-pen is clean.
Sep 29	Operator	Invoice any yes the same day. Do not produce a pack before the deposit.
Sep 30	Officer	Presence check: domain resolving, two videos, three asks recorded. That is ‘in production.’

OUTLIERS

If it goes sideways

Why not price at $499 to steal Bench's floor?

Because the buyer who picks $499 wants a P&L, not a job margin. You will drown in files that cannot pay for Friday. The $1,000 Transition is already the discount wrap.

QBO Assist and Claude are free. Why would anyone pay $1,500?

The model drafts. The field still has to cut off. Assist does not stand in a trailer and name who owns Friday. That is the product.

What if five Friday Close seats do not sell by October?

Ten Transition seats at $1,000 still clear $10,000 and fill the coaching calendar. The close is the upsell when the file still needs a human on the books. Do not panic-discount the $6,500.

A GC wants us on Procore, certified payroll, and a bonding package next week.

Decline. That is a mill or a CFO. Name one better home. Keep the calendar.

YouTube rejects the first upload as 'repetitious content.'

You published a faceless slideshow. Reshoot with sixty seconds of a human, jobsite sound, and a title a painter would search. Do not appeal with more AI.

The API project is unverified. Uploads are stuck private.

Expected. Studio uploads from the channel owner are public. API stays unlisted/private until Google audits the project. Do not wait on the audit for September 30.

A BKL graduate wants to white-label our close at $200 and keep the client.

No. They can buy a Transition seat for their own file or send the owner. We do not rent the specialist claim.

Domain is taken or the card declines.

fieldstone-advisory.com, then get the .com back. Do not launch on a grok.app URL as the public brand. Tick presence only after DNS answers.

xAI quota dies mid-script.

The Channel desk still exports the shot list and the title. You can write the cold open by hand. The funnel does not require a model on September 19.

A client pays with a credit card anyway.

Take it once through your processor if you must. Do not build it into the desk. Next invoice is ACH. Say so on the first invoice.

SIGNATURE

Implement on signature

I have read the comps. Prices stay. Channel is two a week with a human on camera. Domain and three written asks by September 30.

Officer	Date