

AI PRO BOOKKEEPING LLC PRESENTS

Gain Financial Clarity

Stop Drowning in Paperwork. Start Growing Your Profit.

Cathy Kegley
Founder & CEO, AI Pro Bookkeeping LLC

Book Cathy to Speak

10–15	8	40+	3
HOURS BACK PER WEEK	SESSION TOPICS READY	YEARS IN BUSINESS	TALK FORMATS AVAILABLE

ABOUT THE SPEAKER

A financial educator built for the trades

Cathy Kegley is the founder and CEO of AI Pro Bookkeeping LLC, a specialist bookkeeping firm serving home design-build contractors, house flippers, subcontractors, interior designers, and landscapers across Florida's Space Coast. With a BSEE from the University of Miami and four decades in technology marketing and sales at Motorola, Freescale, Harris, and Intersil, she brings an engineer's precision to a problem that costs contractors millions every year.

Cathy is a Certified QuickBooks ProAdvisor at the advanced level, holds three additional Intuit certifications, and is a Tony Robbins certified life coach. She speaks to contractors in their language, using real job numbers and plain English to make financial clarity feel achievable, not academic. Associations that book Cathy report that members leave with at least one action they can take that week.

SIGNATURE TALK

Get Out of the Books and Back on the Job Site

A 45-minute talk designed for contractors, builders, subcontractors, and house flippers. Cathy shows exactly where money leaks out of a construction business undetected, what clean books actually look like in practice, and how the right financial systems free up 10 to 15 hours a week. Delivered in plain language, grounded in real contractor numbers, and built around the questions your members are already asking. No accounting degree required.

WHAT YOUR AUDIENCE WALKS AWAY WITH

1

Know their leaks

The specific money leaks in their own business and a dollar estimate of what each costs per year.

2

One action this week

A single concrete step they can take before the week is out to start recovering lost profit.

3

A new frame on finances

The shift from 'bookkeeping is a chore' to 'my numbers are my most valuable business tool.'

AVAILABLE FORMATS

30-Min Keynote

Overview talk. Perfect for association dinner events and luncheons.

RECOMMENDED

45-Min with Q&A

The full session. Leaves 15 minutes for live audience questions.

60-Min Workshop

Interactive format. Contractors bring real numbers and work through them live.

Multi-Session Series

All 8 Financial Clarity topics delivered weekly or monthly to the same group.

Available to SCBA, BNI, Chamber of Commerce, and real estate investor associations. Fees vary by format and travel.

THE FINANCIAL CLARITY SERIES

8 Sessions · Real Numbers · No Fluff

Each session stands alone or works as part of the full series. Event organizers may book a single topic or the complete eight-part curriculum delivered over consecutive meetings. Every session is tailored to the contractor and design-build audience and can be adapted for 30 to 60 minutes.

1 The Real Cost of Financial Chaos

Most contractors underestimate how much financial disorganization costs them. This session puts real dollar figures on the chaos — missed deductions, late payment penalties, overbidding, underbilling, and the CPA cleanup bill in April. Audience members calculate their own leak total before they leave the room.

2 The 5-Minute Financial Health Check

A live, audience-participatory session. Every contractor in the room runs a simple diagnostic on their own business using five questions. Results are private. The conversation that follows is not. Designed for groups of 10 to 50, this session creates immediate self-awareness without putting anyone on the spot.

3 Cash Flow Isn't Profit

The single most dangerous financial misunderstanding in the trades. A full bank account feels like success. This session shows exactly why it is not, how to read the difference between cash position and actual profitability, and the three-step system that keeps contractors from running out of cash in a growth year.

4 Know Your Numbers by Project

Job costing in plain English. Which jobs made money. Which ones the contractor worked for free. How to set up QuickBooks to answer this question in under 10 minutes, and how to use the data to bid the next job smarter. The session that generates the most follow-up questions from the room.

5 From Bookkeeper to Financial Strategist

The distinction between recording history and building a financial future. This session shows what it looks like when a contractor's books move from reactive to proactive, from compliance-only to decision-driving. Includes a framework for evaluating whether a current bookkeeper is a partner or just a processor.

6 Stop Overpaying the IRS

Entity structure, quarterly estimated taxes, and the moves most contractors miss because nobody explained them in plain language. This session covers the S-corp election question, when it makes sense and when it does not, the accountable plan, and the year-end moves that still work if acted on before December 31.

7 The Advanced Tax Moves That Compound

For contractors who have the basics covered and are ready for the next level. Depreciation timing, cost segregation on investment properties, defined benefit plans, and S-corp distribution strategy. Taught without jargon, illustrated with contractor-specific examples, and grounded in decisions owners can actually make.

8 Building a Business You Can Sell (or Hand Down)

What a buyer, lender, or successor actually looks at in your financial records, and what they find in most contractor books. This session walks through what it takes to make a contracting business fundable, transferable, and valuable beyond the owner's own labor. The long-game session that changes how owners run things today.

BRING CATHY TO YOUR NEXT EVENT

Your members deserve to understand their numbers.

Booking a speaker who can change how your members run their businesses is one of the highest-value programs your association can offer.

Book a Discovery Call

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PROFESSIONAL CREDENTIALS



QuickBooks Level 2 Certified



QuickBooks Level 1 Certified



Client Advisory Services Graduate



Intuit Bookkeeping Trained

BSEE:	University of Miami, College of Engineering
40+ Years:	Technology Marketing & Sales
Certified:	Tony Robbins Life Coach
Specialization:	Home Design-Build Industry