Why We Are Called Open Scaffold Labs: The Meaning of "Open", the Evolution of "Scaffold", and Our Dual-Axis Product Matrix (`Open Books` & `Open Building`)

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Live Corporate & Brand Portals: `https://www.openscaffoldlabs.com/#why-open` · `https://www.openscaffoldlabs.com/brand/#why-open`
Live Standalone Horizontal Flagships: `https://openscaffold-books.vercel.app` (`Open Books`) · `https://open-property-developer.fly.dev` (`Open Building / Open Property`)

1. Why Every Word in "Open Scaffold Labs" Is an Enforceable Promise

There are dozens of technology companies that put the word **"Open"** in their name — from **OpenAI** and **Open Dental** to **OpenTable**, **Opendoor**, **OpenGov**, and **OpenText**. Many of those companies started with a narrow technical or marketing definition of "Open" and later drifted into closed proprietary silos, per-seat tollbooths, or `$25,000–$100,000+/year` enterprise lock-in.

At the same time, our second word — **"Scaffold"** — has evolved dramatically since Dale founded the company five months ago. Five months ago, "Scaffold" originally meant reusing third-party open-source modules across applications. Within weeks, we proved that stitching together third-party open-source packages cannot deliver deterministic integer-cent accounting, strict multi-role security isolation, or a unified Bot + App + Human workbench. So we built our own **100% clean-sheet, state-of-the-art proprietary platform from scratch** — transforming "Scaffold" into both a **90.4% shared structural engineering frame** (`14` proprietary `@openscaffold/*` modules) and **human cognitive scaffolding** that elevates every person in their daily job.

And because that clean-sheet structural frame is so strong, **we sell along two axes at once**: 1. **Axis 1 — 12 Vertical Operating Systems (17 Applications):** Pre-wired end-to-end operating systems for HOAs, CPA firms, fire departments, fire investigators, churches, landscape businesses, landscape architects, plant nurseries/gardeners, golf courses, dental practices, restaurants, caterers, property developers, interior designers, service shops, and event venues. 2. **Axis 2 — Standalone Horizontal Flagship Products (`Open Books` & `Open Building / Open Property`):** Yes — we sell `Open Books` (`@openscaffold/books` v3.3, live at `https://openscaffold-books.vercel.app`) as a standalone **100% QuickBooks Online & Desktop replacement** (`$99/yr` for any small-to-midsize business, or `$29.99/yr` per client ledger via `OpenCPA 2.0`), and we sell `Open Building / Open Property` (`$299–$599/yr`) as a standalone construction, capital-project, 3D spatial tour, and facilities platform for any building owner or developer.

2. Part I — Why We Use "Open": Our 5 Commitments vs. Industry "Open-Washing"

2.1 How Famous Brands Used "Open" — And Where Many Drifted

Brand & Founding Year	What "Open" Originally Meant	What It Actually Became for Customers Today	How Open Scaffold Labs Is Fundamentally Different
OpenAI *(2015)*	Founded as a non-profit promising open-weight AI research and public transparency.	Closed-weights proprietary model vendor; a blank chat box with no deterministic general ledger, no visual operational workbench, and per-seat enterprise fees.	Every OSL app pairs a deterministic visual application (`Door 1`) with a native Model Context Protocol (`MCP`) agent door (`Door 2`) on one auditable PostgreSQL record.
Open Dental *(2003)*	Dr. Jordan Sparks licensed the `C# WinForms` desktop source code under the GNU GPL (through v24.3) and exposed raw MySQL tables.	Switched to a proprietary license in v24.4 while keeping dental offices tied to a 2003 Windows Server closet stack (`MySQL 3306`, Windows SMB `\\Server\OpenDentImages` shares, `Thinfinity` RDP streaming, and fragile `OpenDentalEConnector` bridges) + 6 paid bolt-ons (`$18,888–$35,700+/yr`).	Clean-sheet 2026 browser, Mac, iPad & iPhone architecture with built-in Chairside Voice AI, ClearSight X-Ray second-opinion AI, X12 EDI claims, and 100% QuickBooks replacement at `$299 / $599/yr`.

Brand & Founding Year	What "Open" Originally Meant	What It Actually Became for Customers Today	How Open Scaffold Labs Is Fundamentally Different
OpenTable *(1998)*	"Open dining inventory" — showing diners which restaurants had an open table online.	Charges independent restaurants hefty monthly terminal fees plus `$1.00–$1.50+` per seated diner cover toll and owns the guest relationship.	**Open Restaurant (`$199 / $399 / $799/yr`)** gives restaurants 100% commission-free table reservations, POS, KDS, tip pooling, and 100% QuickBooks replacement with `$0` per-cover fees.
Opendoor *(2014)*	"An open door to instant home buying and selling" (iBuying liquidity).	Consumer real-estate flipping middleman charging 5%+ service fees plus wide bid-ask repair spreads.	**Open Property Developer (`$299 / $599/yr`)** & **Open HOA (`$29.99/yr`)** empower property owners, builders, and boards directly with zero middleman spread.
OpenGov *(2012)* & **OpenText** *(1991)*	Municipal budget transparency (`OpenGov`) and open document text indexing (`OpenText`).	High-priced legacy enterprise software (`$25,000–$100,000+/yr`), multi-month consulting implementations, and multi-year contract lock-in.	Instant self-serve onboarding (`~15 minutes` Day-1 import), transparent public annual pricing (`$9.99–$999/yr`), and zero multi-year lock-in.

2.2 The 5 Pillars of "Open" at Open Scaffold Labs

At Open Scaffold Labs, **"Open"** is never a marketing buzzword. It is five concrete architectural and commercial commitments enforced across every application we ship:

1. **Pillar 1 — Open to Both the Bot and the Human (*"Two-Door Open Architecture"*):** Legacy software was built as a closed maze of menus and modal dialogs that only a human clicking a mouse can navigate. Pure AI wrappers are blank chat boxes that cannot run a tee sheet, dispatch board, odontogram, or general ledger. Every Open Scaffold Labs application is engineered with **two open doors to the exact same record**:
2. **Door 1 (`Human ⇔ App`):** A warm, role-specific visual workbench (`@openscaffold/design`) tailored to how each person actually works on desktop, iPad, iPhone, and Android.
3. **Door 2 (`Bot ⇔ App`):** A structured Model Context Protocol (`MCP` `/api/agent/mcp`) agent interface so your built-in AI Chief of Staff (`Harbor`, `Luca`, `Sparky`, `Clover`, `Sage`, `Flora`, `Links`, `Wispr`, `Basil`, `Ginger`, `Mason`, `Olive`, `Scout`, `Encore`) — or your own authorized external agent — can read context, prepare work, and draft transactions with **100% human-in-the-loop sign-off**.
4. **Pillar 2 — Open to Your Entire Organization Under One Roof (Zero Per-Seat Tolls):** Legacy SaaS punishes teamwork by charging per user, per seat, per board member, per firefighter, or per operatory workstation — forcing organizations to share passwords or lock staff out of the system. Every Open Scaffold Labs application is **open to every role in your organization** (Board President, homeowner, Pastor, parishioner, Fire Chief, volunteer firefighter, Dentist, hygienist, front desk, GM, Head Pro, Superintendent, Chef, server, crew leader, and outside CPA) under **one flat annual license with unlimited users and zero per-seat fees**.
5. **Pillar 3 — Open Data Ownership & Zero Hostage Lock-In:** Legacy vendors trap your history behind proprietary binary backups, paid data-extraction fees, and auto-renewing 3-year contracts. At Open Scaffold Labs, **your data belongs 100% to you, every second of every day**. Every application includes 1-click open export of your entire operational database and general ledger (`CSV`, `JSON`, `PDF`, `X12/EDI`, and full `4-Book General Ledger` tie-out packages) while active and during a guaranteed post-cancellation export window.
6. **Pillar 4 — Open Books & Transparent Verification (`$0.00 Variance` Proof, Never a Black Box):** Financial and clinical software must never be a black box. Every AI recommendation in an Open Scaffold Labs app cites the exact underlying invoice, bank line, radiograph region, or policy clause so a human verifies it in one click. And instead of asking you to rip-and-replace on blind faith, every customer starts with our **60-Day Zero-Double-Entry Parallel Proof**:
7. **Day 1 (`~15 Minutes`):** 1-click historical import via `@openscaffold/import-migrate` plus read-only bank/card feed connection.
8. **Days 2–60 (`0 Minutes/Day of Double Entry`):** Automated Shadow Sync keeps your existing system and Open Scaffold aligned automatically with zero typing twice.
9. **Weekly Check (`~2 Minutes/Week`):** Verify the **5-Point `$0.00 Variance` Scoreboard** across cash, receivables, deposits, payables, and net income — backed by our built-in Zero-PBC CPA Auditor Portal.

10. **Pillar 5 — Open Disruptor Access (Enterprise-Grade Software at an Annual Price Every Organization Can Afford):** Because our 90.4% shared platform eliminates the bloated R&D and sales overhead of legacy roll-ups, we open institutional-grade software to every community and business at a **Disruptor Annual Flat Charge** (`$29.99/yr` flat per HOA association; `$9.99–$49/yr` consumer & community passes; `$99–$999/yr` commercial vertical operating systems) — less than what organizations previously paid for QuickBooks Online alone.

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3. Part II — Why We Use "Scaffold": From Open-Source Reuse 5 Months Ago to Our Clean-Sheet Structural & Cognitive Frame

3.1 The Honest Origin Story — And Why We Outgrew Open-Source Reuse

When Dale named **Open Scaffold Labs** five months ago, the initial hypothesis was simple: *What if we assemble vertical business apps rapidly by reusing existing open-source modules as a scaffold?*

As soon as we pressure-tested real-world accounting, multi-entity tax basis, X12 healthcare claims, NFPA fire investigations, and autonomous AI tool execution, we discovered a hard truth: **bolted-together open-source libraries have incompatible schemas, floating-point rounding bugs, inconsistent UIs, and zero unified security or AI context.**

So we made a decisive engineering pivot. We threw out third-party application templates and built our own **100% clean-sheet, proprietary platform from scratch** on a single modern PostgreSQL + integer-cent ledger architecture. Today, the word **"Scaffold"** in Open Scaffold Labs carries two deeper, permanent meanings:

3.2 Meaning 1 — The Structural Engineering Frame (`90.4%` Shared Load-Bearing Core)

In architecture and high-rise construction, a **structural frame (or scaffold)** carries over 90% of the building's load — the foundation, steel columns, elevators, electrical bus, plumbing, and life-safety systems — so architects never reinvent structural physics when designing a medical clinic on Floor 2, a private club on Floor 5, or an accounting firm on Floor 10.

At Open Scaffold Labs, our **14 clean-sheet `@openscaffold/*` platform modules** form that exact **90.4% shared load-bearing structural frame** across every product we build:

Shared `@openscaffold/*` Module	Load-Bearing Capability Shared Across Our Products	Legacy Subscriptions Replaced
`@openscaffold/books` (`v3.3`)	Deterministic integer-cent double-entry GL, 4-Book Parallel Engine (`Cash` ↔ `GAAP` ↔ `IRS Tax` ↔ `60-Day Proof`), AP 3-way PO match, AR, payroll splits & Zero-PBC CPA Portal	**100% of QuickBooks Online & Desktop**, Sage Intacct, Xero, Bill.com
`@openscaffold/billing`	Wholesale `Rail B` payment routing (`Mode A0` `$0.00` ACH / `Mode A1` `0.80%` capped `$5` / Card pass-through), recurring dues, lockbox & instant deposit tie-out	Stripe Billing markups, PayLease/Zego, Toast/Square add-on fees
`@openscaffold/auth` & `licensing`	Single-login multi-role RBAC, workspace provisioning, passkeys, and audit-logged human/bot action permissions	Okta/Auth0 per-seat enterprise add-ons
`@openscaffold/design` (`v2.0`)	Warm heritage UI tokens (`tokens.css`), 4 instant user looks (`LookSwitcher`), and WCAG AA (`4.5:1`) customer white-label contrast clamping (`branding.js`)	Custom agency front-end rebuilds
`@openscaffold/schedule` & `crm`	Multi-resource calendar, tee sheet, chair/bay dispatch, household/ member/donor/patient CRM, and waitlists	Mindbody, Calendly, HubSpot, ForeUp
`@openscaffold/messaging` & `esign`	Two-way SMS/email automation, recall/reactivation campaigns, and ESIGN/UETA cryptographic document signing	Weave (`$4,800/yr`), Podium, DocuSign, Constant Contact
`@openscaffold/catering`, `shop` & `gift-cards`	Banquet Event Orders (`BEO`), KDS, POS retail inventory, stored-value gift cards, and minimum spend trackers	TripleSeat, Shopify POS, Lightspeed
`@openscaffold/tour`, `vi` & `import-migrate`	3D spatial virtual tours, visual inspection overlays (`ClearSight`), and 15-minute 1-click legacy CSV/SQL migration	Matterport add-ons, paid migration consultants

3.3 Meaning 2 — Human & Cognitive Scaffolding (Elevating Every Person in Their Role)

In cognitive science and master apprenticeship, **scaffolding** is the active support structure that surrounds a practitioner — holding the blueprint, staging the tools, catching errors, and handling repetitive legwork — so the human can perform at the top of their license without burnout.

In every Open Scaffold Labs application, your built-in AI Chief of Staff (`Harbor`, `Luca`, `Sparky`, `Clover`, `Sage`, `Flora`, `Links`, `Wispr`, `Basil`, `Ginger`, `Mason`, `Olive`, `Scout`, `Encore`) acts as **live operational and cognitive scaffolding around every person in your organization**: - For the **Dentist & Hygienist**, the AI scaffold plots hands-free voice perio depths and highlights candidate radiograph findings while the doctor makes the clinical call. - For the **HOA Treasurer, Parish Business Manager, or Club Controller**, the AI scaffold matches every bank deposit to the penny and drafts the monthly board packet while the treasurer reviews and signs off. - For the **Fire Chief or Fire Investigator**, the AI scaffold validates NERIS incident fields and NFPA 921 origin-and-cause timelines in the field cab while the officer commands the scene.

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4. Part III — What We Sell: The Dual-Axis Product Matrix (`12 Vertical OSs` + Standalone `Open Books` & `Open Building`)

Because our `@openscaffold/*` structural frame is cleanly modularized, customers ask a natural question:

> *"Do I have to operate inside one of your 12 verticals to use your general ledger or your building/property tools — or will you sell Open Books and Open Building directly?"*

The answer is YES. Open Scaffold Labs operates a **Dual-Axis Commercial Model**:

4.1 Axis 1 — 12 Vertical Operating Systems (17 End-to-End Applications)

For organizations inside our 12 core industries, every horizontal module (`Open Books`, `Open Billing`, `Open Schedule`, `Open Messaging`, `Open E-Sign`, `Open Tour`) is already embedded inside a single login with zero integration work required.

4.2 Axis 2 — Standalone Horizontal Flagship Products (`Open Books` & `Open Building / Open Property`)

Standalone Horizontal Flagship	Live Production Application	Who Buys It Standalone	Disruptor Annual Pricing	Seamless Upgrade Path
1. `Open Books` *(`@openscaffold/books` v3.3 + `OpenCPA 2.0`)*	`https://openscaffold-books.vercel.app` & `https://open-cpa-open-scaffold-labs.vercel.app`	**Any Small-to-Midsize Business (`SMB`), Multi-Entity Holdco, Non-Profit, or CPA Firm Client** in *any* industry looking to replace QuickBooks Online (`$1,188–$2,700/yr`) or QuickBooks Desktop/ Rightworks (`$3,600–$7,800+/yr`). Includes the 4-Book Parallel Engine (`Cash` ↔ `GAAP` ↔ `IRS Tax` ↔ `60-Day Proof`), AI bank tie-out (`Luca`), AP 3-way PO match, payroll splits, and Zero-PBC CPA portal.	**`$99/yr`** Standalone SMB Ledger **`$299/yr`** Multi-Entity Holdco **`$29.99/yr`** per Client Ledger via `OpenCPA 2.0` (`$299/yr` Firm Base)	Zero-migration 1-click activation of any Vertical OS on the exact same general ledger.
2. `Open Building` / `Open Property` *(`Open Property Developer` + `Open Virtual Tour` + `Open Design Studio`)*	`https://open-property-developer.fly.dev` & `https://open-design-studio.vercel.app`	**Any Commercial or Residential Builder, General Contractor, Real Estate Owner, Facilities Director, or Campus Manager** who needs AIA G702/G703 pay apps, construction draw waterfalls, lien-waiver tracking, 3D spatial property/facility twins (`@openscaffold/tour`), FF&E procurement, and full multi-SPE job-cost accounting (`@openscaffold/books`).	**`$299/yr`** Single-Project / Building Owner **`$599/yr`** Multi-SPE Developer / Campus Portfolio	Pre-wired into `Open HOA`, `OpenChurch`, `Open Golf Course OS`, `Open Firehouse`, and `Open Landscape`.

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5. How "Open" & "Scaffold" Unlock Value Across All 17 Applications

Application	Legacy "Closed" Incumbent Trap	What "Open" Unlocks (Two-Door AI, Unlimited Users, Open Data & Pricing)	What "Scaffold" Unlocks (Shared `@openscaffold/*` Frame + AI Persona)	Disruptor Annual Charge
Open HOA	AppFolio / Buildium / Vantaca (`$3,600–$18,000/yr` minimums + per-door fees)	Unlimited board members, committee chairs & homeowners under one roof; transparent reserve & dues books	`@openscaffold/books` 3-fund accounting + `Rail B` `$0` ACH dues + Board AI	**`$29.99/yr`** flat per association

Application	Legacy "Closed" Incumbent Trap	What "Open" Unlocks (Two-Door AI, Unlimited Users, Open Data & Pricing)	What "Scaffold" Unlocks (Shared `@openscaffold/*` Frame + AI Persona)	Disruptor Annual Charge
OpenCPA 2.0 & Open Books	QuickBooks Online + Rightworks + Tax/Audit bridges (`$18,000–$65,000/yr` per firm)	Zero QuickBooks per-client tax; open 4-Book ledger shared live between business owner and CPA	`@openscaffold/books` v3.3 4-Book Engine + **Luca** Audit/Tax AI	**`$299/yr`** Firm Base + **`$29.99/yr`** per Client (`$99/yr` Standalone SMB)
Open Dentist & ClearSight	2003 Open Dental (`C# WinForms` + `MySQL 3306` + SMB shares) or Dentrix + 6 bolt-ons (`$18,888–$35,700+/yr`)	Browser/iPad/iPhone freedom, unlimited chairs & staff, open X12 EDI & 100% QuickBooks replacement	Chairside Voice Perio (`Wispr`) + `ClearSight` X-Ray Second-Opinion AI + `@openscaffold/books`	**`$299/yr`** (Solo) · **`$599/yr`** (Multi-Chair)
Open Firehouse	ESO / First Due / ImageTrend (`$6,000–$25,000+/yr` per-apparatus/per-station contracts)	Unlimited career & volunteer firefighters, open NERIS v1 export, municipal/VFD fund accounting	Offline apparatus cab checklists + **Sparky** NERIS & Grant AI + `@openscaffold/books`	**`$99/yr`** (VFD) · **`$299/yr`** (Combo) · **`$599/yr`** (Career)
Open Fire Investigator	Disconnected binders, Word templates & separate billing apps (`$3,600–$9,000/yr`)	Open court-defensible NFPA 921 / 1033 evidence chain & 1-click insurer invoicing	**Sparky CFI** Origin & Cause AI + photo/arc-mapping evidence scaffold	**`$199/yr`** (Solo CFI) · **`$499/yr`** (Firm / SIU)
OpenChurch	Planning Center + Pushpay + QuickBooks (`$4,800–$18,000+/yr` + 3% giving tolls)	Unlimited clergy, vestry, ministry leads & parishioners; trueFASB ASC 958 restricted fund accounting	**Harbor** Pastoral & Stewardship AI + `@openscaffold/books` + `Rail B` giving	**`$99/yr`** (Small) · **`$199/yr`** (Med) · **`$399/yr`** (Large)
Open Golf Course OS + The Match	Jonas Club / ForeUp / Lightspeed (`$12,000–$45,000+/yr` + tee-time barter tolls)	0% tee-time commission, unlimited staff & members, unified tee sheet + F&B + agronomy + club GL	**Links** & **Caddie** AI + `@openscaffold/schedule` , `catering` , `shop` & `books`	**`$299 / $499 / $999/yr`** (`The Match` : **`$9.99 / $29.99/yr`**)
Open Restaurant	Toast / OpenTable / Restaurant365 / 7shifts (`$14,000–$32,000+/yr` + per-cover tolls)	`$0` per-cover reservations, unlimited POS/KDS screens, automated tip pooling & daily prime-cost GL	**Basil** Hospitality AI + `@openscaffold/books` , `schedule` & `billing`	**`$199/yr`** (Cafe) · **`$399/yr`** (Full) · **`$799/yr`** (Multi-Unit)
Open Caterer	Caterease / TripleSeat + QuickBooks (`$6,000–$16,000+/yr`)	Unlimited event planners, chefs & banquet captains; live BEO-to-commissary-to-invoice margin tracking	**Ginger** Culinary & BEO AI + `@openscaffold/catering` , `esign` & `books`	**`$199/yr`** (Boutique) · **`$399/yr`** (Full-Service)
Open Landscape Business & Architect	Aspire / LMN / Vectorworks + QuickBooks (`$9,600–$36,000+/yr`)	Unlimited crews, estimators & designers; satellite take-offs, route sheets, CAD plant schedules & job costing	**Clover** & **Sage** AI + `@openscaffold/schedule` , `vi` & `books`	**`$199 / $399 / $799/yr`** (Arch: **`$199 / $399/yr`**)
Open Plants	Fragmented nursery spreadsheets & ad-heavy plant apps (`$120–$1,200/yr`)	Open North American botanical encyclopedia, USDA zone intelligence & nursery tag/inventory link	**Flora** Botanical AI + regional cultivar & care scaffold	**`$9.99/yr`** (Home) · **`$29.99/yr`** (Pro & Nursery)
Open Building / Property Developer	Procore / Yardi / AppFolio (`$18,000–$75,000+/yr` percentage-of-construction tolls)	Unlimited GC subs, lenders & partners; AIA G702/G703 draws, 3D spatial tours & multi-SPE real-estate GL	**Mason** Development AI + `@openscaffold/tour` , `esign` & `books`	**`$299/yr`** (Single-Project) · **`$599/yr`** (Multi-SPE)
Open Interior Design, Service Pro & Tickets	Studio Designer (`$3,600+/yr`), ServiceTitan (`$12,000+/yr`), Eventbrite (`3.7% + $1.79/ticket`)	Unlimited designers/techs, `$0` per-ticket platform markup, and built-in client/event accounting	**Olive**, **Scout** & **Encore** AI + `@openscaffold/shop` , `esign` & `books`	Design **`$199/$399`** · Service **`$149/$299`** · Tickets **`$49/$149/yr`**

6. Executive Elevator Pitch & Buyer Q&A Scripts

6.1 When a Customer Asks: *"Lots of companies put 'Open' in their name — like OpenAI or Open Dental. Why do you use 'Open'?"*

> **"Most companies that use 'Open' drifted away from it — OpenAI closed its models, OpenTable charges restaurants per seated diner, and Open Dental is a 2003 Windows Server app that went proprietary in v24.4 while requiring six separate paid add-ons.**
>
> **At Open Scaffold Labs, 'Open' means five specific commitments you can hold us to: (1) Open to both your Human team and your built-in AI Bot through two doors on the exact same record; (2) Open to your entire organization with unlimited users and zero per-seat fees; (3) Open data ownership with 1-click export and zero lock-in; (4) Open books with our 60-Day Zero-Double-Entry `$0.00 Variance` Proof and 100% QuickBooks replacement; and (5) Open Disruptor pricing at `$29.99` to `$599` a year so every organization can afford world-class software."**

6.2 When a Customer Asks: *"Why 'Scaffold'? Are you just wrapping open-source code, and can I buy your Open Books or Open Building software on its own?"*

> **"Five months ago, 'Scaffold' started as an experiment in reusing open-source modules — and we quickly proved that stitched-together open-source code can't deliver audit-grade integer-cent accounting or safe AI execution. So we built our own 100% clean-sheet platform from scratch.**
>
> **Today, 'Scaffold' means two things: first, our structural engineering frame — 14 proprietary `@openscaffold/*` modules that carry 90.4% of the architectural load across every app; and second, human cognitive scaffolding — a built-in AI Chief of Staff that supports every person in their role while the human stays 100% in control. And yes: in addition to our 12 vertical operating systems, we sell `Open Books` (`$99/yr` SMB / `$29.99/yr` via CPAs) as a standalone 100% QuickBooks replacement for any business, and `Open Building / Open Property` (`$299–$599/yr`) for any builder or property owner."**