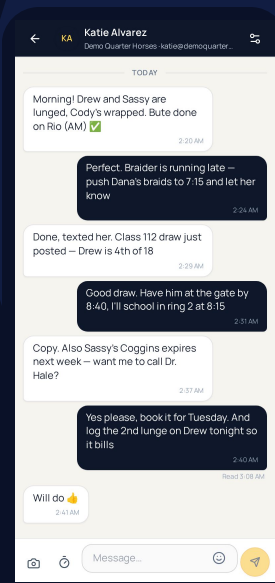
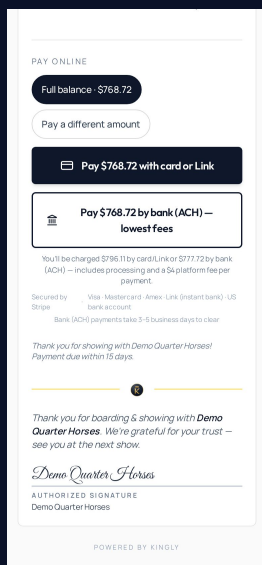
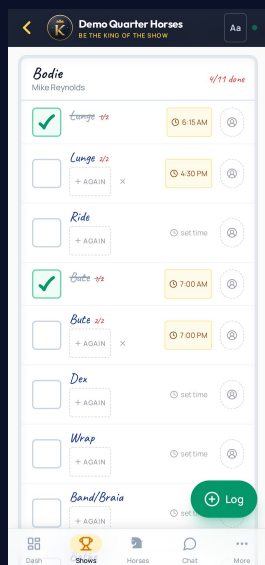




THE COMPLETE GUIDE

Stay in the saddle, not the desk chair.

Everything Kingly does for a show barn — charges logged at the ring, invoices texted before the trailer's unhooked, owners paying by card or bank, the whiteboard on every phone, and the books doing themselves.



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2

taps to log a charge

10

minutes to set up

\$4

flat fee — paid by the owner

100%

of the invoice lands in your
bank

01 · GETTING STARTED

Up and running in ten minutes

A guided setup turns a list of horse names and your price sheet into a working barn. No app store, no card, nothing to install – Kingly lives on your phone's home screen and remembers you for 60 days.

- 2-minute setup wizard: barn, horses, services, first show
- Live demo barn – try everything before you sign up
- Today: live show card with whiteboard progress, next class and next med; Needs-you cards; quick links that learn what you tap
- Installs like an app on iPhone and Android with push notifications
- Free for founding barns

02 · HORSES & OWNERS

Every horse, every owner, one card

Barn name, registered name, owner and their contact details, photo, registration papers, notes and a full feed plan – so invoices, stall cards, packing lists and results all know exactly who and what they're about.

- Owner pick-list keeps an owner's horses billing together
- Owner phone, email and billing email flow to every invoice
- Registration papers on the phone for check-in
- Photos, notes, and per-horse feed items with amounts and frequency

03 · SHOWS, PLANNER & WHITEBOARD

The show week, run from your pocket

Create a show, enroll the horses and the whole week organizes itself: the class planner by day, the live dry-erase whiteboard your crew works from, show-day mode with giant tap targets, and voice logging when your hands are full.

- Whiteboard synced live to every phone — assign, time, check off
- Any task as many times a day as you need (lunge AM/PM, meds morning and night), each rep with its own check, person, time and reminder
- Timed tasks text the assignee 15 minutes before; med alerts
- Show-day mode + timeline view + "Up next" and "Next med" strips; By horse / By task phone views with one-tap Undo
- Voice: "Drew lunged, done. Banded Sassy" → tasks checked, services logged
- Class planner by day with voice entry and barn class memory
- Class schedules and draws loaded for the week, one-tap refresh during the show; short class names with exhibitor, draw and split on every horse chip; My horses only filter
- Show Day page: today's classes, reminders and med times in order
- Braiding & banding lists: build from your roster before entries exist, set each horse per day, and text your braider a tick-off checklist, PDF or copy

04 · SERVICES & CHARGES

Never miss a charge

Your own priced catalog makes logging a two-tap habit at the ring. Assistants log as they work at your prices — they never see the money. Log one horse or eight at once, or link a whiteboard task to a service and let check-offs bill themselves.

- Fixed and per-day pricing
- Two-tap logging per horse; bulk logging for many horses
- Whiteboard tasks that bill automatically when checked
- Voice logging at catalog prices
- Providers (farrier, vet, braider) tracked per service

05 · INVOICES

Invoices ready before the trailer's unhooked

Everything logged during the show becomes one itemized invoice per owner, broken down per horse. Flip through the PDFs, approve, and text and email every owner in one tap — with a pay link.

- One invoice per owner per show, editable until sent
- Review-and-approve queue with full PDF preview
- Send by text and email as "Your Barn via Kingly", PDF attached, delivery tracked with resend
- Custom one-off invoices and recurring monthly board/training billing with proration
- Record checks, cash, Venmo and partial payments
- Weekly automatic reminders to owners with open balances
- Branded PDFs with your logo and signature; private share links

06 · GETTING PAID

Owners tap to pay. You keep every dollar you billed.

Card, Link (Apple / Google Pay) and bank transfer through Stripe, straight to your account. Processing and Kingly's flat \$4 are added on the owner's side, so a \$1,000 invoice puts \$1,000 in your bank.

- Stripe Connect onboarding in about five minutes
- Card, Link and ACH; owner covers the fee
- Partial payments with a minimum you set; saved cards for two-tap repeat billing
- Pay-once protection and plain-English failure explanations
- Payouts dashboard: available, pending, next payout date
- "Payout arrived" text the morning it lands; automatic bank-deposit lines in Books
- Payment-received texts to the barn and thank-you texts to owners

07 · BOOKS & EXPENSES

Books that do themselves

Every payment, payout, receipt, mileage log and provider payment lands in Books as it happens. Per-show profit is always current, receivables are aged for you, and year-end is a download.

- Payments received, bank deposits, payments made, income, outstanding (aged), provider payouts
- Per-show P&L card
- AI receipt scanning; billable receipts split across horses onto invoices
- Split shared expenses to the penny
- Mileage log auto-fed by hauling
- 1099 tracker with \$600 flag, W-9 uploads, tax documents
- CSV export of every table

08 · VET RECORDS

Vet records that remind you

Vaccines, Coggins, dewormers, dentals, health certificates and injections per horse with documents attached — and weekly texts before anything expires. Owners see the history in their portal.

- Per-horse records with dose, site, cost, next due and attachments
- Bulk logging for the whole barn's spring shots
- Expiring / expired dashboard and weekly reminder texts
- Owners can add records for their own horse

09 · FEED & PACKING

Feed plans that pack the trailer and bill fairly

Each horse's hay, grain, supplements and meds roll into a printable packing list for the show — and into a per-horse feed bill reconciled to what was actually used.

- Per-horse feed items with amounts and frequency
- Barn-wide defaults
- Show packing list with print view
- Feed estimator with end-of-show reconciliation onto invoices

10 · HAULING & STALL CARDS

Hauling by the mile, stall cards by the door

Type the show's address and Kingly maps the route, computes the miles and bills every horse on the trailer — each or split, round trip or one way. Stall cards print at exact size with your colors and feed chart.

- Automatic miles from addresses with manual override and route map
- Per-horse or split billing; auto-apply to late enrollments
- Mileage log for your tax preparer
- Custom 4×6 / 4×3 stall cards: logo, feed table, contacts, emergency banner

11 · MESSAGING

Barn messaging instead of five group texts

Direct and group chats for your team and owners, with photos, reactions, read receipts and typing indicators.

- Team, owner and group conversations
- Photos, emoji reactions, read receipts, typing
- Block and report with a moderation queue
- Unread badges on the tab and app icon

12 · TEAM & ROLES

Your crew sees the work, never the money

Invite assistants with one reusable code. They get the whiteboard, quick logging, vet records and messaging; invoices, payments and owner contacts stay with you.

- Reusable Assistant code that rotates on removal; single-use Trainer codes
- Welcome text and first-login tour for assistants
- Five-section layout: Today · Shows · Horses · Chat · More
- Auto-priced logging for assistants
- Password resets and instant removal

13 · OWNER PORTAL

A private portal for every owner

No accounts, no apps: a private link where owners see their horses, invoices, payments, upcoming shows and vet records — and keep a card on file. Links expire after 90 idle days and can be re-issued in one tap.

- Invoices with pay button and live balance
- Payment history and receipts
- Vet records (owners can add their own)
- Card on file for two-tap payments; trainer can charge it

14 · SCHEDULES, RESULTS & POINTS

Schedules, results and points in one place

Class schedules and draws for the week, results by class, and season points tallied per horse across the associations you show under — with a one-tap branded results page owners love to share.

- Class schedule and draws per horse; one-tap refresh at the show
- Results by class with placing and horses shown
- Association point schedules; season totals per horse
- Shareable results page + Instagram/Facebook images

15 · NOTIFICATIONS & YOUR PHONE

Built for the ring, not the office

Kingly is a phone-first app: home-screen install, push and text alerts, bottom tabs, a back button and swipe-to-go-back, bottom-sheet dialogs and a barn mode with bigger text for bright arenas.

- Push + SMS: assignments, reminders, meds, payments, payouts, vet expirations
- Native-style navigation and gestures
- Barn mode display
- 60-day sign-in memory

16 · SHARING & REFERRALS

Share the wins — and Kingly

Text an invoice link, post the weekend's results, or share your personal Kingly invite link. When a barn joins from your link, you get a thank-you text.

- Private invoice share links
- Branded results pages and social images
- Personal referral link with click and sign-up counts

17 · ACCOUNT & SECURITY

Your brand, your data, protected

Logo, address and signature on every document. Stripe-secured payments, brute-force sign-in protection, hardened exports and full isolation between barns.

- Barn profile, logo and timezone
- Forgot-password by text or email
- Sign-in lockout after repeated failures
- Regenerable private links

18 · COLLEGIATE TEAMS

A portal built for college equestrian teams

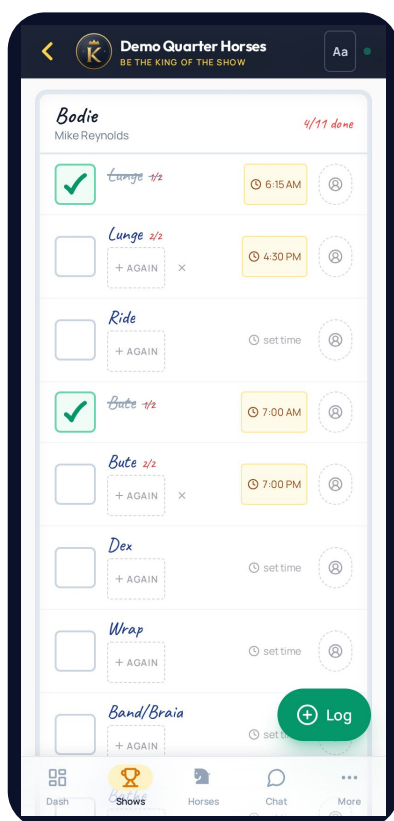
Coaches assign horses by discipline on daily ride boards; athletes open My Rides to see their horse, coach notes, voice instructions and pre/post-ride checklists — then answer the coach's questions after the ride.

- Ride boards for Horsemanship, Jump Seat, Flat and Reining with printable lineups
- Per-horse default pre/post-ride checklists plus a team task dropdown
- Team whiteboard, post-ride questions and athlete timelines
- Team, discipline and direct chat with push and text alerts

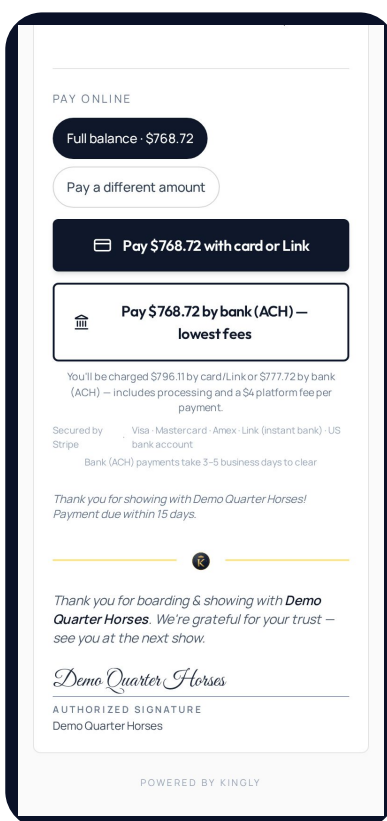
THE ACTUAL APP — NOT A MOCKUP

This is Kingly, in your hand.

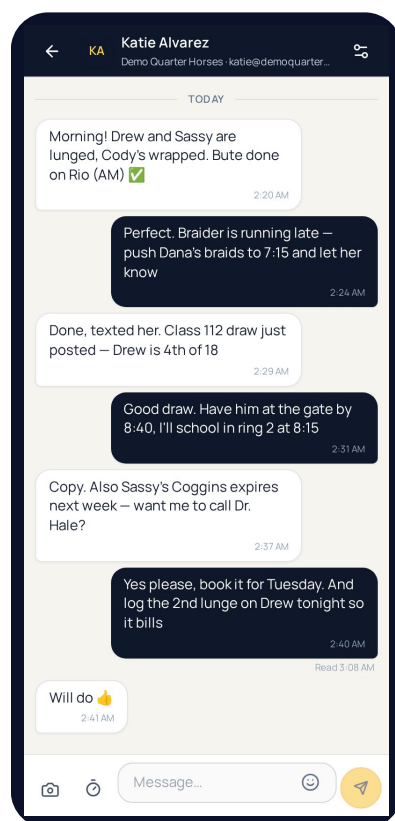
Real screens from the real product: the whiteboard your crew works from (Lunge 1/2 done, 2/2 at 4:30), the pay page your owners tap, and the barn messaging that replaces the group text.



Whiteboard with reps



Owner pay page — card, Link or bank



Barn messaging

YOUR NEXT SHOW IS CLOSER THAN YOU THINK

Poke around the demo barn. Then bring yours.

The live demo is a real barn — tap anything, no sign-up. Your own barn takes about ten minutes: add horses and prices, connect Stripe, send your first invoice the same day. Free for founding barns, no card, nothing to install.



kinglyequine.com

Scan to open the site → Try the live demo or Create my barn free.

Questions? admin@kinglyequine.com