

# Keel Home Finance

Budgeting and finance software for households. You create your own paycheck-specific accounts to budget from, money for irregular bills is set aside ahead of time, and banks, cards, loans and investments all report into one place.



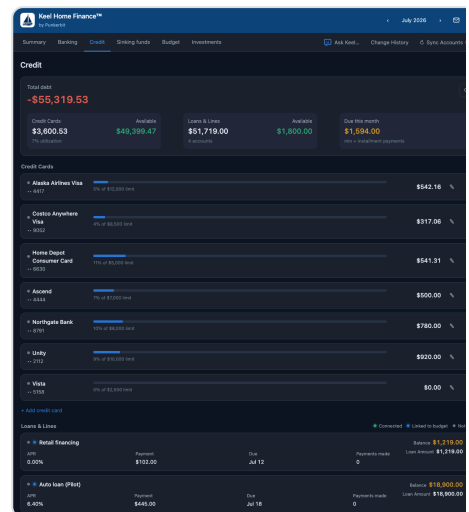
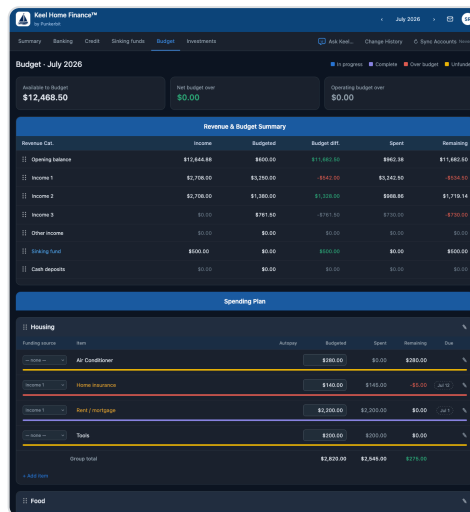
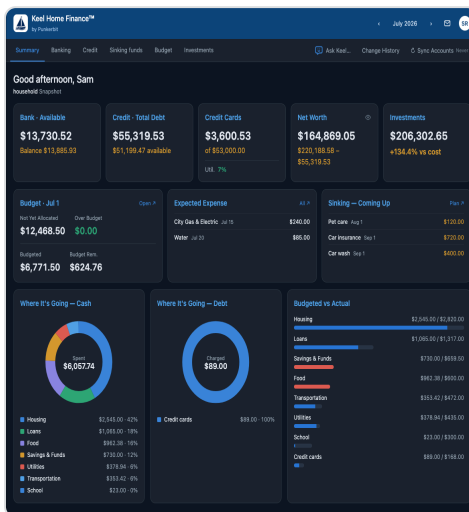
## AT A GLANCE

|                  |                                                                                                    |
|------------------|----------------------------------------------------------------------------------------------------|
| What it is       | Personal budgeting and finance software for households                                             |
| Where it runs    | Any browser, plus a phone app you install                                                          |
| Price            | \$7.99/mo · \$75/yr through Sept. 30, 2026; then \$9.99 · \$93.75                                  |
| Free trial       | 14 days, the whole product                                                                         |
| Available since  | July 2026                                                                                          |
| Bank connections | Plaid                                                                                              |
| Payments         | Stripe                                                                                             |
| Hosting          | Amazon Web Services                                                                                |
| Ads              | None, and no data is sold                                                                          |
| Company          | Punkerbit Corp., a Delaware corporation<br>300 Delaware Ave, Ste 210 #720,<br>Wilmington, DE 19801 |

## WHAT MAKES IT DIFFERENT

- **Every bill has a bank or income source behind it.** Each budget item gets an amount and a payment source, and picking that item on a bank transaction captures the expense and marks the payment complete.
- **Investments in the same place.** Stocks, bonds, IRAs and precious metals, with repeat buys merged at the average price paid, every buy listed when you click the position, and prices updated daily.
- **Saved ahead for irregular bills.** Give a bill its due date and Keel works out what to set aside each month, then adds the sinking fund to that budget item and allocates the savings in the month it is due.
- **Banks keep the records.** Most checking, savings, credit card, loan and investment accounts connect through Plaid, charges settle from pending to posted on their own, and anything that will not connect is updated by hand in a few clicks.
- **Seven reports** to print, or save as PDF, Excel, CSV or Word.

## SCREENS



## QUOTE

"I felt like there were huge visibility gaps in the available personal budgeting and finance market that needed to be filled. I created the model itself from spreadsheets that I used over the years and recreated it in an online app that does even more than the original spreadsheets ever did. We are excited to launch this app. I use it every day myself."

Ron Romero, Founder — Application Development Manager, Architect and Entrepreneur, 31 years in technology