

Success Story

On solid footing with a finance team built to scale

How Griffin Masonry traded spreadsheets for deep insights across a growing family of companies

“Sage Intacct Construction stole the show with what it can do. We haven’t looked back.”

Robby Woodward

Senior Accountant, Griffin Masonry



The challenge

Running on Sage 300 CRE for more than two decades, Griffin Masonry had outgrown its financial infrastructure. The system wasn’t cloud-based, reporting was limited, and managing the finances of a multi-entity group through custom workarounds and spreadsheets had become unsustainable.



The solution

After evaluating several platforms, the TrowelCraft companies selected Sage Intacct Construction for its cloud-native architecture, construction-specific job costing, and an open integration ecosystem that could grow with the business.



Results with Sage Intacct Construction

With Sage Intacct Construction, Griffin Masonry is doing more with less, and moving faster at every level.

- Reduced bank reconciliation by nearly one full week.
- Invoice generation dropped from nearly one full day to less than half a day.
- Cut month-end closing time by 40-50%.
- Filled two open positions internally — no new hires required — as staff capacity expanded.
- Migrated 20 entities in roughly 18 months.
- Real-time job cost reporting and dashboards give field personnel control of their own data.

Sage

Organization
Griffin Masonry Inc.

Location
North Carolina, US

Industry
Construction

Sage Products
Sage Intacct Construction



GRIFFIN
MASONRY

About Griffin Masonry Inc.

Griffin Masonry has been setting the standard for masonry contracting in the Southeast since 1990, growing into one of the region’s most respected contractors. A proud member of the TrowelCraft family of companies, Griffin Masonry has built its reputation one project at a time for more than three decades.



Mortar, masonry, and bigger ambition

Griffin Masonry Inc. does the kind of work that shapes a skyline and anchors a neighborhood — brick veneers, concrete flatwork, poured concrete walls, stone installation, driveways, slabs. Founded in Charlotte in 1990, the company has grown from a local masonry business into a substantial operation serving three markets across the Carolinas. Today, Griffin Masonry generates about \$87 million in annual revenue and employs roughly 260 people. It is also part of TrowelCraft, a larger group of construction and building materials companies under common ownership, collectively representing more than \$300 million in revenue and more than 600 employees.

That scale brings opportunity, but it also brings complexity. The companies work closely together. Accounting teams need visibility across entities. Leaders need timely reporting. Project managers need job-level detail they can actually use. As the broader organization continues to grow, the systems beneath it must keep up.

For more than 20 years, Griffin Masonry and the related businesses relied on Sage 300 Construction and Real Estate (CRE). It was familiar, and it handled the basics. But familiar was no longer enough.

“It wasn’t cloud-based,” recalls Robby Woodward, Senior Accountant at Griffin Masonry. “Custom reporting was a struggle. And as we were trying to run a multi-entity operation, we were leaning on a lot of spreadsheets to fill the gaps.”

By that point, leadership was looking well beyond a routine software change. They wanted stronger reporting, better access to information, and a platform that could keep pace with a larger, more connected business.

Why Sage Intacct Construction won

When the team began evaluating options, they looked at several platforms. The field narrowed to Sage Intacct Construction and NetSuite, and ultimately Griffin Masonry chose Sage Intacct based on positive referral conversations, ease of use displayed in the demos, and the platform’s fit for a project-based construction business.

“Sage Intacct Construction stole the show with what it could do,” Robby says. “We’re a project-based company. Being able to set up job codes and cost codes and get detailed reporting and tracking on every job — that is the most important thing to us.”



A leaner finance team now handles more entities, more volume, and faster closes — without adding headcount.

While a construction-specific fit mattered immediately, it was not the only factor. The broader organization understood that no single system would do everything across a group of businesses this diverse. What they needed was a strong financial core and an ecosystem built to connect with the other software they rely on. That was another point in favor of Sage Intacct Construction.

The team also wanted the right implementation partner, selecting an experienced Sage business partner with a local presence, strong word-of-mouth recommendations, and a deep understanding of the software. That support became especially important as the implementation expanded.

The rollout began with the company's rebar business, which served as the first migration and test of the plan. Once that went well, the path forward became much clearer. The organization laid out a phased plan and ultimately migrated more than 20 operating and non-operating entities over the next year and a half.

The business partner helped keep that process organized. Robby points to the project tracker as one of the most valuable tools in the implementation. The team had visibility into every major task, milestone, owner, and due date, with weekly meetings to keep progress moving on both sides. They also helped the organization extract and format historical Sage 300 CRE data in ways the internal team could not easily do on its own, making it possible to bring over open jobs, job history, and other critical records.

Reporting that works the way construction does

For Robby, one of the biggest differences shows up in reporting.

Before Sage Intacct Construction, when a superintendent or project manager wanted to know the status of a job, accounting had to pull the report. Now, much of that information is available directly to the people who need it.

"Before, when a superintendent or PM wanted to see the status, we had to run a report for them," Robby says. "Now they can just look it up. What's been billed, what invoices have come in — all the detail they could want."

This changes the speed of the business. Field leaders get answers sooner. Questions do not sit in someone's inbox. Teams can see what is happening on a job while it is still useful to act on it.

The drill-down capability is another favorite. In a job cost report, users can click an expense to view the actual invoice image. "That's huge for our PMs," Robby says. "They don't have to send an email and ask us what something is. They can see it."

Dashboards have improved visibility at a higher level, too. Griffin Masonry can compare performance across its three markets, measure one market against another, and look at actuals against budget without all the extra manipulation that used to happen outside the system.



“Everyone got the opportunity to learn something new. And it frees up the people above me to focus on what they’re best at.”

Robby Woodward

Senior Accountant, Griffin Masonry Inc.

Cleaner data, fewer surprises

Some of the most valuable gains are those that prevent problems from starting in the first place. Using Smart Rules in the software, the team can flag errors before they spread through the system. Robby gives one example: jobs all use phase and cost codes, and the company has set rules so that if someone tries to use the wrong type of code, Sage Intacct catches it immediately. That keeps the data cleaner and saves time later.

Custom fields have also given the team more flexibility than they had before. In Sage 300 CRE, creating and standardizing fields could be cumbersome. In Sage Intacct Construction, Robby can add what the business needs quickly.

That speed has practical value. In one case, a sister company uses a custom quantity field on AP bills to understand exact unit pricing and reconcile inventory more accurately. At Griffin Masonry, custom fields on purchasing documents help communicate extra information to vendors, including the site contact for a specific delivery. Small touches like that help work move more smoothly and require less follow-up.

Time savings measured in days, not minutes

Bank reconciliation used to take six to seven days. Now, thanks to bank feeds and automated matching rules, transactions are matched throughout the month instead of piling up at the end. By the second or third day of the month, the team is often focused only on the exceptions.



With real-time job cost data at their fingertips, Griffin Masonry's project managers spend less time waiting on reports and more time running jobs.

Billing is much faster as well. Griffin Masonry's invoicing process is highly customized. In the old system, that meant creating invoices, printing them to PDF, saving them, attaching them to emails, and sending them manually. With Sage Intacct Construction, the team uses templates and stored contacts to send invoices much more quickly.

Robby estimates that what once took most of a workday for about 60 invoices is now often wrapped up by lunch. Quicker invoicing also benefits the company's customers, Robby notes, since timely access to the information helps them stay on top of project expenses

Month-end close is moving faster too, by roughly 40% to 50%, according to Robby's estimate. Supporting documentation can be attached directly to entries. Recurring processes are easier to manage. Reconciliations and backup no longer have to live in a scattered mix of folders, paper, and separate files.

A stronger base for what comes next

The time savings Griffin Masonry is realizing haven't just made existing jobs easier, they've expanded what the team can handle without adding headcount.

When one team member left shortly after the conversion, Griffin Masonry made a decision that would have been impossible under the old system, and didn't replace the position. Instead, the billing specialist absorbed both accounts payable and accounts receivable, and took on job setup as well — a task that previously had to rotate across the team because it was too time-consuming for one person alone. That freed the collections specialist to focus entirely on aging and statements, where the work has more direct financial impact.

Robby himself took on the month-end close for another TrowelCraft entity, giving his supervisor room to focus on bigger-picture decisions. "It's kind of been a great shift down," he says. "Everyone got the opportunity to learn something new. And it frees up the people above me to focus on what they're best at."

The broader TrowelCraft organization is still evolving. More entities may come onto the platform. New applications will connect into it. The operational demands will keep changing. Griffin Masonry now has a system that is much better suited to that pace.

And Robby has no doubts about the decision. "Everyone is happier and more confident," he concludes. "They can do their jobs without wondering what the system is going to do next. That's a great feeling."



Sage

© 2026 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.