

Scaling construction businesses

How accountants can guide construction clients toward data-driven growth

Are your construction clients bleeding revenue from inefficiencies they can't even see?

According to a commissioned study conducted by Forrester Consulting on behalf of Intuit, [59% of construction firms](#) said their organization experiences data fragmentation with its current financial ecosystem and manual processes.

As the accountant for these businesses, you witness the consequences first-hand: siloed job-costing, payroll mistakes, and reporting delays.

Recommending an enterprise resource planning (ERP) system can feel risky, considering that the implementation process for some is expensive and time-consuming. But with labor shortages, rising material prices, and interest rate

pressures squeezing margins, operational efficiency is no longer optional.

So, how can you guide clients toward better systems without disrupting operations?

To answer that question, let's look at the high costs your clients already pay in the form of inefficient systems and processes, and the cost savings they can experience by upgrading to a right-fit platform.



The high cost of fragmented systems in construction

Relying on outdated systems costs your construction clients time and money. Disconnected tools for accounting, payroll, job costing, and reporting create hidden bottlenecks that slow decisions and inflate overhead.

You end up bridging the gaps manually, despite the toll this takes on the company's profitability and performance.



Pain points accountants see daily

Manual job costing errors

Job costing is the heartbeat of a construction business, and one of the easiest places for mistakes to hide. Misallocations are common when clients log labor hours manually or track them in disconnected systems. Small errors compound across projects and erode margins.

Delayed month-end close due to intercompany reconciliations

Closing the books is rarely smooth for multi-entity businesses. Without unified systems, your team wastes time reconciling intercompany transactions, often relying on exported reports and dealing with inconsistent naming conventions.



78%

**of CFOs, executives, and managers
expect to achieve resource time savings
with Intuit Enterprise Suite.**

Source: Forrester Study - New Technology: The Projected Total Economic Impact Of Intuit Enterprise Suite, a commissioned study conducted by Forrester Consulting on behalf of Intuit (February 2025). Data represents the mid-case scenario of product adoption on Intuit Enterprise Suite, including Accounting, Payroll, and Time. Numbers are projections in present value based on a composite customer.

How inefficiency hurts growth

Missed bids due to slow reporting

Without real-time access to data, construction firms may miss critical financing deadlines or submit underinformed bids, risking lost contracts or underpriced work.

Profit leakage from inaccurate project tracking

When estimates and actual results live in separate systems, clients lose visibility into where they're losing or making money. Over time, these blind spots make it difficult to spot overruns early, allocate resources effectively, or refine future estimates—all of which drag down profitability.



Why construction clients resist ERP upgrades—and how to respond

Many construction companies begin their financial journey with QuickBooks, and for good reason. It's user-friendly, reliable, and built with small business workflows in mind. But as the business scales, adds entities, or takes on more complex projects, it needs manual workarounds, disconnected systems, and reporting constraints.

Clients may feel that they need a robust platform that addresses the challenges they face, and assume the next step is a costly ERP. Even when current systems no longer meet all their requirements, many companies are cautious about making a change. They're often concerned that implementing a new solution will be costly, time-consuming, or disruptive to daily operations.

Their concerns are valid, but with the right guidance, you can reframe the conversation around system migration as a strategic investment rather than a disruption.

"One of the main benefits of Intuit Enterprise Suite is the amount of time that it's freed up for me. I've saved 10 to 15 hours a week, and I can now use that time how I choose, whether it's with family, or with more staff, or other projects."

**- Jason Corby, Founder and CFO,
HFMM Legacy Group**

Common objections from clients

"ERPs are too expensive or complex for our size."

Construction leaders might assume ERP systems are for billion-dollar enterprises, not growing businesses with lean teams and limited IT resources. They're wary of rigid structures, steep learning curves, and hidden costs.

"We can't afford downtime during implementation."

Construction operations depend on cash flow from active projects, and even minor delays in billing, payroll, or procurement

can have ripple effects. The idea of migrating systems while they have work-in-progress feels risky and disruptive.

Intuit Enterprise Suite fills the gap between QuickBooks Online and an ERP system, offering the functionality of an ERP without the steep learning curve, lengthy implementation, or oversized price tag. It brings together accounting, payroll, job costing, reporting, bill payments, and more in a configurable platform that evolves with the business.

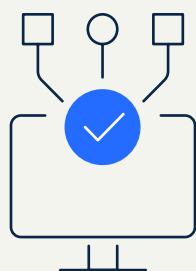
The accountant's role as an advisor

The accountant's role is expanding fast. According to the 2025 Intuit QuickBooks Accountant Technology Survey, 79% of accountants expect a 38% increase in

strategic advisory work over the next 12 months, with tech management being the number one area where clients need more help.

You show your value as strategic advisors when uncertainty has clients stuck in a rut. Explaining the real cost of inefficiency and the tangible benefits of a modern platform gives your clients the confidence to move forward.

Intuit Enterprise Suite offers a practical alternative to complex and expensive ERP systems. It features enterprise-grade capabilities with familiar workflows. It's a middle path for construction clients that aren't ready for complex ERP systems, with multi-entity support, automated reporting, and integrated payroll in a platform designed for construction use cases.



Organizations that deploy Intuit Enterprise Suite saw a projected **299% return on investment (ROI) over three years, including more than **\$42,000** in technology cost savings from consolidating disparate systems.**

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Key features construction clients need (and accountants can advocate for)

Once clients are open to upgrading, help them identify solutions with features that deliver measurable impact by improving visibility, reducing errors, and supporting long-term growth.

Unified job costing and real-time insights

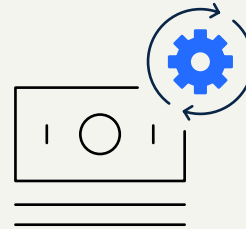
Modern job costing requires tracking labor and other costs across multiple dimensions, including project, employee, location, and phase. This level of detail helps project managers stay on budget and gives finance leaders confidence in the numbers.

Automating intercompany transactions also allows construction firms to consolidate accounts, reduce data entry, and reconcile faster.

**“With IES, we close books
50% faster and bid smarter
using live project data.”**

- Intuit Enterprise Suite Client

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With Intuit Enterprise Suite, firms can track labor across more than 20 dimensions, including project, job code, employee, and location.

**Automating intercompany
transactions saves firms
an average of**

\$127,000

over three years.

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Compliance and scalability for acquisitions

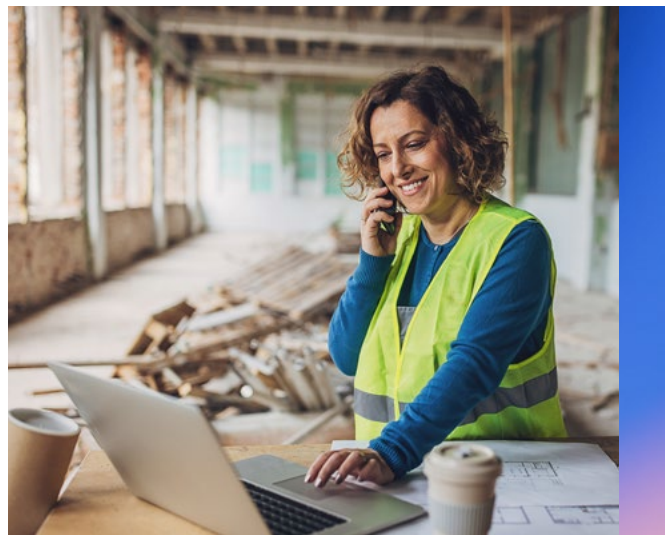
As construction firms expand organically or through acquisitions, they need infrastructure to keep pace. An ERP system that supports multi-entity management makes it easy to consolidate financials across entities and generate combined reports without data wrangling.

Configurable workflows are also essential for companies in specialized markets, such as those following union payroll rules or using American Institute of Architects (AIA) progress billing formats.

Intuit Enterprise Suite accommodates industry-specific needs like multi-entity management and configurable workflows without relying on manual workarounds or expensive add-ons.

“Intuit Enterprise Suite allows us to capture all of the activities and people in a very complex business, and it allows us to manage them all in one place.”

**- Jason Corby, Founder and CFO,
HFMM Legacy Group**



Artificial intelligence (AI) and automation to boost productivity

Repetitive payroll, invoicing, and reconciliation tasks are ideal candidates for automation and AI, because they reduce manual work and free up team members' time to focus on strategic priorities.

Construction firms benefit from being able to manage operational and financial systems within a single platform, rather than stitching together separate applications. An integrated platform reduces delays, and consolidated dashboards give you and your clients a clearer view of cash in real time.

Revenue recognition is another challenge in construction accounting. Whether your clients work on fixed-price contracts or



long-term projects with variable milestones, [Accounting Standards Update \(ASU\) 2014-09, Revenue from Contracts with Customers \(Topic 606\)](#) requires them to align revenue with actual work completed rather than billing schedules.

Without automation, this alignment often requires complex spreadsheets and manual journal entries.

Automation features also simplify revenue recognition under ASC 606. Construction clients can set up recognition schedules based on straight-line, percentage-of-completion, or milestone-based methods, eliminating the need for offline tracking.

Intuit Enterprise Suite tracks income and expenses for each project. Both project income and cost data feed AI-generated 360-degree project insights, generating recommendations to help clients achieve profitability goals.

With customizable dashboards and reports, teams can easily analyze performance across entities, jobs, or cost codes. AI-powered insights surface trends and outliers, giving organizations the business intelligence they need to take action.

Accounts Receivable and Accounts Payable automation to improve cash flow

Managing cash flow is a persistent challenge in the construction industry. Payment delays, retention arrangements, and variable billing cycles make it difficult to predict when money will come in and when it needs to go out. Manual invoicing, disjointed billing systems, and reactive payment processes make matters worse.

Construction clients benefit from automated accounts receivable (AR) and accounts payable (AP) workflows, AI-powered invoice matching, and built-in approval



workflows that allow for customized rules for invoices and bills while maintaining strong internal controls.

These features mean fewer bottlenecks, cleaner records, and a more reliable basis for advising on working capital decisions.

Intuit Enterprise Suite helps construction firms take control of their cash position by streamlining invoicing and automating invoice reminders.

Users get paid up to 4x faster¹ and schedule vendor payments up to 90 days in advance, reducing the risk of last-minute cash crunches.



How accountants can lead the transition

You can serve your construction clients by translating operational and financial pain points into financial priorities. Help clients move forward by asking the right questions and recommending the appropriate tools.

Talking points for client conversations

The best way to start the conversation is to identify a problem. Begin by focusing on pain points the client already feels.

¹ 'Four times faster' is an average, based on time to receive payment from the date the invoice was sent, for U.S. customers using QuickBooks Online invoice tracking and payment features, compared to customers not using these features, from Aug 2023 to Jul 2024.

Here are a few potential starter questions:

- Do you find yourself copying and pasting the same data between tools just to create reports or keep things in sync?
- Are you ever surprised by the actual profit margin on a job after it's finished?
- How often do you have to make manual corrections to payroll?
- If a lender asked for consolidated financials today, how long would it take to supply them?
- Do you ever find inconsistencies between your accounting systems and your spreadsheets?

These questions surface the hidden cost of fragmentation without requiring clients to understand what an ERP does.

Implementation best practices

Implementation and onboarding can make or break any system upgrade. Here are a few best practices to help your clients through the process.

Take a phased approach

A successful rollout doesn't have to be all-or-nothing. Many companies start with the most painful workflows, like job

Forrester projected a **299% ROI** for Intuit Enterprise Suite customers over three years, with benefits in 6 categories:

1. **Business value from more informed decisions**
(recovered revenue)
2. **Reporting efficiencies**
(time savings)
3. **Intercompany transactions**
(time savings, increased efficiency)
4. **Invoicing efficiencies**
(time savings)
5. **Payroll efficiencies**
(time savings)
6. **Technology cost savings**
(total cost of ownership reduction)

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costing and payroll, before layering in advanced reporting, billing automation, and entity consolidation. A phased approach is less disruptive to operations and builds momentum to move forward.

Use construction-specific templates

Look for a solution with pre-built templates for budgeting, reporting, and project tracking to reduce setup time and avoid starting from scratch.

Take advantage of migration assistance

Work with a solution provider that offers a dedicated customer success team, migration assistance, and a personalized setup plan to help your client migrate data from their previous platform.

Intuit Enterprise Suite offers construction-specific templates for budgeting, reporting, and project planning. These ready-made tools help companies avoid blank-slate paralysis and reduce time spent on configuration.

Every customer is paired with a dedicated customer success manager who guides the implementation process, answers technical

On average, Intuit Enterprise Suite customers complete onboarding and implementation in **under two months, compared to six months with NetSuite and Microsoft Dynamics Business Central and four months with Sage Intacct.**

2 months: Intuit Enterprise Suite



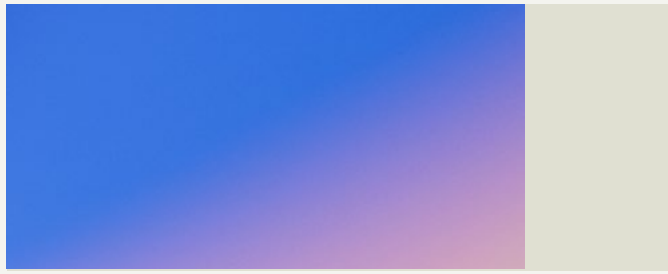
4 months: Sage Intacct



6 months: NetSuite and Microsoft Dynamics Business Central

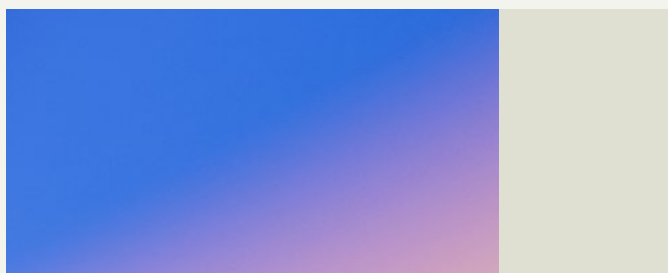


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78%

of business owners want their accountant to be a trusted advisor



74%

want their accountant to demonstrate that they understand their business or industry

Source: [Accounting Today](#)

questions, and helps tailor the suite to the client's unique needs, whether they're moving from QuickBooks Online or another platform.

Elevate your firm's advisory role

Your construction clients want more than compliance. They want clarity.

While transactional and compliance services are essential, your real value lies in guiding clients toward smarter decisions and improved profitability.

Are you ready to embrace this advisory approach, guide your construction clients toward scalable growth, and unlock additional revenue for your accounting firm?

Discover how your firm can lead clients beyond the limits of fragmented systems. [Schedule a call](#) to explore Intuit Enterprise Suite for construction today.

[Learn more](#)