

Success Story

RED Hospitality & Leisure

“We’re engaged in business strategy now, and that allows us to remain competitive and innovative, whether it’s new products or new offerings or new markets. That’s what sets us apart, and that’s what makes our job fun. And we’ve had zero audit adjustments since switching to Sage Intacct.”

Kendall Williamson

Senior Vice President of Accounting and Finance,
RED Hospitality and Leisure



The Challenge

The company’s rapid expansion created numerous challenges for its accounting team, requiring a better solution than simple bookkeeping software. Due to limitations with QuickBooks, all intercompany transactions were posted twice, leading to disjointed journals and multiple P&Ls.



The Solution

Replace disparate instances of QuickBooks with a unified accounting platform to simplify multi-entity financial management, reporting, consolidations and business-process automation. Use multi-dimensional reporting to categorize and filter data dynamically instead of creating numerous account combinations to track different business segments.



The Result

The company achieved an 80% to 90% efficiency improvement in reporting and intercompany accounting, allowing it to close the books five days faster. With Sage Intacct, the accounting department operates more as a finance department to help the company make strategic data-driven decisions.

Results with Sage Intacct (previous software – QuickBooks):

- 80%-90% efficiency improvement in reporting and intercompany accounting
- Able to cut the close by five days for a two-day close
- Increased productivity, eliminating the need to hire two additional accounting team members
- Zero audit adjustments

Sage

Company
RED Hospitality and Leisure

Location
Miami, Florida

Industry
Hospitality

Sage Products
Sage Intacct



About RED Hospitality and Leisure

Provides resort services, ecotourism and destination services to luxury hotels and islands. The company was founded in 2017 and is owned by Ashford, Inc (Dallas, TX).



Company Overview

Based in Miami, FL, RED Hospitality and Leisure provides resort services, ecotourism and destination services to luxury hotels and islands. Its brands include Sebago Watersports (Key West, FL.), Cruz Bay Watersports, Lady Lynsey, Flying Frenchman, Dockside Watersports and RED Car USVI (St. Thomas and St. John, USVI), Caicos Luxury Charters and Lady Grace (Turks and Caicos Islands), Maui Dive Shop and Ali'i Class Yachts (Maui, HI), The Bungalows (Key Largo, FL). Its clients include The Ritz-Carlton, Autograph Collection, Westin, Grace Bay Club, The Bungalows, Margaritaville Key West, Havana Cabana, Pier House, Grand Wailea and others. The company was founded in 2017 and is owned by Ashford, Inc (Dallas, TX).

Executive Summary

For RED Hospitality and Leisure, luxury ecotourism is the power revenue engine. With operations in the Florida Keys, the Caribbean and on the Pacific's Maui Island, RED serves the guests at some of the most well-known brands in the hospitality industry.

RED offers anchoring services for luxury hotels as a part of their core products, which provide owners with a revenue-generating tour and activity desks and fully activated beach programs. Its snorkeling and sunset trips disembark from hotel beaches and

marinas every day, along with full catering menus of local cuisine, live music and an open bar. Their crew and captains maintain the highest marine certifications, as well as luxury brand and service trainings to extend the customer experience from the land to the sea. RED's full-service destination program provides white-glove itinerary planning services to incentive and other in-house private groups.

RED is on a growth trajectory. While its subsidiary brands have existed for 30+ years, RED started operations via acquisition in late 2017, in the aftermath of hurricanes Irma and Maria. Just six years ago, the company had 90 employees with revenues of \$15 million. Today, after expanding operations to the Turks and Caicos Islands and Maui, the company has grown nearly four times its size, employing more than 300 associates.

"We're the most premium provider in our space, offering a higher-quality product than any other water sports company," said Kendall Williamson, Senior Vice President of Accounting and Finance. "We also operate at a larger scale. You don't often see the same watersports brand in Maui and Turks and Caicos. Our scale and structure have an impact on accounting, and our priority is to ensure it never becomes a drag on the P&L or compromise customer experience."



Outgrowing Quickbooks

RED's rapid expansion created numerous challenges for its accounting team, and they needed a better solution than simple bookkeeping software. With its brand reputation on the line and that of its clients, RED (which is an acronym meaning Resort, Ecotourism and Destination services) needed to change its accounting system.

"When I started with the company in 2019, we were using disparate instances of QuickBooks, and as we acquired new entities, the situation got worse as these were also on QuickBooks," Williamson said. "I was previously an auditor, so that helped me identify where we needed to be. The intercompany accounting and consolidations were a disaster. With multiple QuickBooks instances, all the reporting had to be done manually, and it was hard to implement proper controls. The data in QuickBooks was like a mixed salad that we had to export into spreadsheets to get any idea of what was going on, and we needed all the ingredients separated for easier preparation. We had to post all intercompany transactions twice, keeping disjointed journals or sometimes two or three different P&Ls. Quite frankly, I have post-traumatic stress disorder whenever I think about it, because that's what it was—disorder."

Rather than let the shortcomings of their bookkeeping software slow down their business, Williamson and her team looked for a more modern solution that could help propel the business forward. "We needed to get the grunt work out of the system, and we wanted a cloud solution that would be easily available, regardless of location," she said. The new platform had to let the business scale easily and support a two-day close as mandated by its parent company. The company evaluated Oracle NetSuite and Microsoft Dynamics before selecting Sage Intacct as their new accounting platform.

Transformational Change

The move to Sage Intacct has fundamentally altered work for the RED accounting team. "With Sage Intacct, we operate more as a finance department rather than an accounting department, so we're looking forwards rather than backwards," Williamson said. The RED team is taking full advantage of dimensional reporting in Sage Intacct. Dimensions are user-defined tags that can be applied to transactions and data entries. Instead of creating hundreds of account combinations to track different business segments (like departments, locations, or projects), users can use dimensions to categorize and filter data dynamically. "We have 16 trial balances and multiple departments for each location, and



Sage Intacct vastly simplifies our reporting. We've cut 80% to 90% of the time it takes to run reports, and consolidations are now a breeze," she said.

The insights gained with Sage Intacct have helped RED improve its results. "Using dimensional reporting, we found a market where the cost of one product had increased while the demand decreased, and it was losing \$30,000 per month in straight cash. We stopped offering the product and now the business is exceeding its budget, which helps us to enhance its products overall. The transparency in the data allowed us to find that quickly and put an end to what could have been a very expensive problem. It would have taken us much longer to identify that issue without Sage Intacct."

"We keep the same chart of accounts for each entity, which helps us in a couple of important ways. It makes it very easy for us to add new locations. It also helps us to compare locations for items such as average catering cost per person and maintenance costs, so we have a better understanding of performance by location. At our monthly departmental profit-and-loss meetings with the operations teams, it's extremely helpful as the operations managers, the controller and the accounting manager are all looking at the same data. That way we can focus on forward motions to improve the business."

Sage Intacct uses a parent-child relationship to manage multiple entities. The parent or global entity oversees the entire organization while each child entity is an operational unit under the parent. If needed, each child account can have its own chart of accounts as well as tax rules, base currency, bank accounts, and

users and permissions. For RED, all transactions are recorded in U.S. dollars and there is a single chart of accounts.

In addition to the core platform, RED uses bank feeds in Sage Intacct, allowing it to automatically import transactions from banks and credit cards daily, making it easy to see the company's cash position. RED uses Sage Intacct's fixed asset, prepaid and lease modules as well. The fixed assets module helps track, manage, and depreciate fixed assets throughout their lifecycle; the prepaid module helps companies automate the tracking, amortization, and reporting of prepaid expenses; and the lease module helps companies comply with ASC 842 lease accounting standards by automating the tracking, calculation, and reporting of lease obligations.

Smooth Sailing

One of the things Williamson enjoys is bringing new people to her organization and helping them learn what is possible with the right tools. Her team size is seven (and two less than what would have been needed if still on QuickBooks). "Often a new hire may have only worked in an accounting capacity," she said. "With Sage Intacct at our fingertips, we're helping to make decisions along with the business leaders instead of just producing a balance sheet and profit-and-loss statement every month. It's a very collaborative relationship as compared with the accounting team just saying, 'where's the invoice?'. We're engaged in business strategy now, and that allows us to remain competitive and innovative, whether it's new products or new offerings or new markets. That's what sets us apart, and that's what makes our job fun. And we've had zero audit adjustments since switching to Sage Intacct."



Sage

© 2025 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.