

# Blue Water Development Corporation Scales Hospitality AP with Yooz



**Industry:** Hospitality Management

**Location:** Headquartered in Ocean City, MD

**Invoices:** 4,000-5,000/month

**ERP:** Sage Intacct

**Website:** bwdc.com

Blue Water Development Corporation is a fast-growing hospitality management company overseeing campgrounds and hotels across the United States.

When the company first adopted Yooz in 2020, they were managing AP for 13 properties. Six years later, they have expanded to 69 properties and 106 entities withing Yooz. They process between 4,000 and 5,000 invoices every month.

Throughout that growth, Yooz has remained one of the most critical systems in their financial operations.

## ⊗ Previous Pain Points

**Lost invoices** and no visibility into where approvals stalled.

**Manual, inconsistent approvals** across dozens of properties.

**No audit trail** for compliance or publicly traded ownership requirements.

**Bottlenecks when approvers were out** causing delays and vendor issues.

**Heavy manual entry** and complex multi-entity allocations.

## ✓ The Yooz Solution

> **Centralized intake** with full tracking and real-time status.

> **Standardized workflows** that route invoices to the right approvers automatically.

> **Automated audit trails** capturing every action and approver.

> **Delegation and impersonation** to keep invoices moving without interruption.

> **Real-time, no-template AI** that captures invoice details instantly and accurately from the very first document.

## ⊗ The Challenge

Prior to Yooz, Blue Water's AP process was entirely manual. Invoices were emailed, printed, or physically placed on desks, with no centralized intake and no visibility into where approvals stalled. The AP team frequently had to walk from office to office asking whether someone had seen a missing invoice. If an approver was out of the office, invoices simply sat in their inbox or drawer until they returned. As Kristen Gerhart, Treasurer at Blue Water, explained, *"We didn't have any way to track whether invoices came back to AP for payment. We would lose a lot of invoices that way."*

This decentralized approach also created inconsistencies across properties. Each campground or hotel had its own controller managing AP independently, making it difficult to enforce approval standards or maintain an audit trail. As the company grew, the volume of invoices and the lack of transparency became unsustainable.

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*"We took the invoice approval process off the individual properties, and we brought it within the management company. Now we are able to keep track of all of our invoices across the company in one platform."*

**Kristen Gerhart, Treasurer  
of Blue Water Development Corporation**

## ✓ The Solution

When evaluating automation solutions, Blue Water needed a platform flexible enough to support multiple entities, complex approval chains, and a wide variety of invoice types. Yooz stood out immediately. Unlike other systems they considered, Yooz could accommodate the company's highly variable workflows, including routing based on dollar thresholds, general ledger account codes, vendor types, user groups, and individual approvers.

*"Our whole company is like a series of one-offs,"* Kristen shared. *"Yooz was the only company able to handle everything we were looking for."* The platform's audit trail capabilities were equally important, especially as Blue Water began managing properties owned by publicly traded companies with strict compliance requirements.

Yooz even influenced their ERP strategy. During the evaluation process, a Yooz reference call led Blue Water to adopt Sage Intacct, which now sits at the center of their financial ecosystem.

Blue Water implemented Yooz during the height of COVID-19 and despite abnormal working conditions, still went live within a few months. The initial workflows remained effective for years before needing only minor adjustments. As the company expanded, Yooz scaled with them supporting new entities, new invoice types, and eventually a full transition from QuickBooks to Sage Intacct. The switch between ERPs was seamless. *"It was basically unplug from QuickBooks and plug into Intacct,"* Gerhart recalled. *"There was no pain at all."*



## The Impact

Yooz transformed AP from a decentralized, property-level process into a centralized, standardized operation managed by Blue Water's corporate AP team. Every invoice now follows a consistent, transparent workflow, and every approver, from general managers to regional leaders to the CFO, sees only the invoices relevant to their role.

This unified approach has dramatically improved visibility, timeliness, and control. Approvals no longer stall when someone is out of office, thanks to easy delegation and admin impersonation. Complex invoices, such as capital expenditures or insurance, automatically route to the appropriate reviewers, while routine property-level invoices move quickly through a streamlined approval path.

Yooz also plays a critical role in Blue Water's broader financial ecosystem. Invoice data flows into Sage Intacct, which then feeds into their other systems for budgeting, forecasting, and property-level financial visibility. *"Everything talks to each other,"* Gerhart said. *"Yooz is one of the backbones of our company."*