

Building an Integrated Command Center: How GC Realty Scaled Property Management 4x on the Podio Platform and AI

AT A GLANCE



GC Realty & Development centralized operations using the Podio platform and ShareFile software—replacing fragmented tracking with structured workflows and automation. By introducing AI into processes like email monitoring and work order review, the team improved visibility, reduced manual effort and supported scalable growth.

COMPANY
GC Realty &
Development LLC

INDUSTRY
Real Estate/Property
Management

PRODUCT
Progress® Podio®
Progress® ShareFile®

COUNTRY
North America

Challenge

GC Realty lacked a centralized way to track operations, with information spread across different spreadsheets, tools and individual systems. This led to inconsistent records, customer service issues and a heavy manual workload as teams worked to piece together what was happening.

“We were, when I came in and started running property management, we were flat to losing money. We grew revenue around 4.8x, went from 12 people to 60 people... but profitability went through the roof last year. We set record profits with Podio tracking all workflows in the business.”

Cliff McCue,
CEO, GC Realty & Development

Solution



Brought workflows into Podio and connected key data sources, creating a consistent system for tracking work and reporting



Used AI to review work orders and analyze incoming emails, helping flag risks and reduce manual effort



Integrated ShareFile software for e-signature to support client and vendor agreements within workflows

Results



Grew revenue 4.8x while improving profitability








Scaled from 12 to 60 employees while maintaining operational control



Processed ~60% work orders billing through AI-assisted workflows



Learn how the Podio platform and ShareFile software support secure workflows and streamlined document collaboration

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