

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

CASE STUDY



INDUSTRY
Real Estate/
Property Management

PRODUCT
Progress® Podio®
Progress® ShareFile®

COUNTRY
North America

SUMMARY
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.

Challenge

Before discovering the Progress® Podio® platform, most of GC's operational tracking lived locally on desktops. If leadership needed to understand what was happening with a property or portfolio, they had to ask the person managing it. That usually prompted the arduous process of opening a spreadsheet and walking through it manually. There wasn't a unified place to go for a clear, up-to-date view of what was actually happening.

That lack of visibility created inconsistencies across the business. Information could vary depending on where it was being tracked, especially when updates were being shared verbally or managed in different places.

At the same time, core processes like work orders, billing, renewals and tenant communication also required a lot of manual effort. Teams often had to dig through multiple systems just to piece together the full picture of a situation. They were overwhelmed with manual processes and document chasing. As the company grew, that way of working became harder to sustain.

Solution

GC Realty didn't replace everything overnight. They started small. Podio was first introduced as a way to track investment purchases and rehabs using simple checklists. Over time, as the team saw what was possible, they began expanding it into other parts of the business.

Today, Podio has become the central place for managing work, from maintenance and billing to renewals and collections. Instead of information living in separate spreadsheets or conversations, there's now a consistent way to follow a task or property through every stage. A few small things that made the biggest difference:

- Bringing operational data into one place, so teams aren't relying on individual tracking methods
- Structuring workflows so processes are followed consistently across departments
- Creating connections between different parts of the business, so data doesn't need to be re-entered

“It started off as just a series of checklists... and now Podio is our primary source of tracking all workflows in the business.”

Cliff McCue,
CEO, GC Realty &
Development

**“We grew revenue around 4.8x...
profitability went through the roof last
year.”**

Cliff McCue,
CEO, GC Realty & Development

- Providing visibility into work as it moves through the process, so teams can see what’s happening without having to track it down

From there, GC Realty began embracing workflow automation. Work orders, for example, now go through an automated review process. AI looks at the details and helps identify anything that may need closer review. Lower-risk items can move forward without manual inspection at every step, while anything that looks off is highlighted for further review.

They also built a way to monitor incoming emails. Every message is analyzed with AI for sentiment and potential issues. Leadership then receives a daily summary of the highest-risk items, so they can step in early if something needs urgent attention. So far, Cliff and team have analyzed over 25,000 emails through this system, saving crucial time.

For agreements, ShareFile e-signature was integrated directly into workflows. Now, client and vendor documents can be generated and sent without ever leaving the Podio platform. Everything stays tracked from start to finish.

Results

With everything tracked in one place, GC Realty has a much clearer view of what’s happening across the business. Instead of relying on updates from individuals, leadership can see how work is progressing in real time. Teams spend less time tracking things down or double-checking information, which has helped reduce friction in day-to-day operations.

A few of the biggest impacts:

- Improved visibility into operations without needing to chase updates across teams
- Reduced manual work in back-office processes, especially around billing and work orders
- More consistent flow of information for clients
- Greater ability to grow without the same level of operational strain

These shifts are already making a noticeable difference for GC. In the past year, around 60% of billed work orders were processed through automated, AI-assisted workflows—freeing up time and resources to invest elsewhere in the business.

About GC Realty & Development

GC Realty & Development LLC is a Chicago-based property management company that supports real estate investors across residential portfolios. For more than 20 years, their team has managed real estate in the Chicago area, handling everything from leasing and maintenance to property marketing and accounting.

www.gcrealtyinc.com



Learn how the Podio platform supports
secure workflow automation