

# MTG Real Estate Built a Collaborative Platform for Real Estate Professionals to Help Them Track Their Deals

## The Challenge

MTG Real Estate offers solutions to make real estate agents and their teams more efficient, and help them make better decisions.

Matt Geske is the founder of MTG Real Estate, and he has considerable experience in finance and real estate business. They needed to build a platform where they can control user access, build small teams, and allow those teams to collaborate on their progress on real estate transactions. The target audience, real estate agents, could utilize this platform to share the outcome of their deals and allow team leaders to easily get an overview of everyone's progress.

Having a lot of familiarity with spreadsheets, Matt has built this suite of tools in Excel. However, it was going to prove challenging to have users keep these Excel models on their desktop and pass it around. An Excel-based approach also meant that any user could share this model with other people. Protecting their IP was also very important for Matt. For this, he started to look for a way to transform his spreadsheets into a Software-as-a-Service (SaaS) solution.

*"I was looking to share the Excel models that I have in a way where people could not just forward them onto somebody else. I have looked into multiple options whether it was a login code, or some other way, to basically protect the Excel worksheets and have only one person download them."* Says Matt about his search, and why he needed a different angle for this platform.

## The Solution

Matt reviewed several options for transforming his Excel-based approach into a full-blown SaaS platform. However, none of the alternatives fit the bill like SpreadsheetWeb. He explains: *"I have looked at some other methods to protect my spreadsheets. I looked at 'Lockxlx' and others, but they just seemed too cumbersome and not as easy to use"*.

Going with a solution where the calculation logic comes from Excel meant that MTG Real Estate could make any necessary changes to the UI or business logic on the fly, without relying on a team of developers.

Matt also adds: *"I found SpreadsheetWeb to be the best way for me to give people access to these worksheets and prevent them from being redistributed. SpreadsheetWeb's model where I can monitor access to the web forms is the best way I thought I can protect the Excel versions and utilize a SaaS model."*

SpreadsheetWeb proved to be the excellent solution for this specific business challenge with its ability to easily convert a workbook into a web application, and also allow MTG Real Estate's business team in Excel, without any outside help.

## The Results

MTG Real Estate was able to build its SaaS platform in the span of a few days using only their Excel workbooks and SpreadsheetWeb. The result is a collaborative platform for teams of real estate professionals. They can now track buyer and seller transactions and get an overview of their expenses from a centralized location.

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## Case Study

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SpreadsheetWeb team helped MTG Real Estate with the initial development of their applications. *“Fortunately, I was able to utilize the professional services of the SpreadsheetWeb team, so I would say it was very easy to convert my files.”* Says Matt regarding his experience with the SpreadsheetWeb team.

Features like the ability to save data, create and manage users, and custom user roles allow limited access in the system, allow MTG Real Estate to protect their IP and have full control over the system. Users can save their progress and create reports from the same place.

Matt describes their satisfaction with the SpreadsheetWeb software: *“My business is just starting up. But getting loaded up with the web forms, I should be able to reap a significant amount of profit utilizing the SpreadsheetWeb platform, especially as my user base grows.”* And he continues: *“I certainly would say that it is worth the money to protect the Excel models and get people to purchase access to the web forms was also a huge point. Not*

*actually having the spreadsheets live on the individuals’ laptops and having them be able to access them from the web was a big part of it as well”.*

The agent and transaction tracking tools of MTG Real Estate are now accessible from any device with a web browser. They do not have to share any files with their users, but still provide real estate agents the tools they need to track and evaluate their performance.

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