In this talk we introduce a collaborative model of textbook writing called \textsc{APEX} (Affordable Print and Electronic texbooks). In order to produce a high-quality text, a great deal of time must be invested and expertise is needed in areas both inside and outside of mathematics. The \textsc{APEX} model mitigates the costs to individuals. Advantages and difficulties presented by this model (some of which were learned through our personal experiences) will be discussed. We also outline motivations for participating in open-source textbook writing, including both personal and professional interests. (Received September 12, 2013)