

RE/MAX Signature Properties Ensuring Customer Satisfaction by Closing the Deal Faster

DocuSign Customer Success Story



Customer Profile

Industry
Real Estate

Company
RE/MAX Signature Properties

Location
Charlotte, NC

Website
www.leighbrownandassociates.com

“Using DocuSign’s eSignature technology has allowed us to stay ahead of the competition and position ourselves as an advanced real estate firm. This technology has freed us up to focus on more client-facing activities and improve our customer service. It’s a huge bonus for both my team and our customers.”

Leigh Brown of Leigh Brown & Associates

Summary

- » Using DocuSign has helped Leigh Brown beat the competition. “In one situation we had a buyer’s elderly grandfather co-sign on the deal but he was unable to travel to the office and didn’t have a fax. The house was in a multiple offer situation and so using DocuSign helped us to seal the deal.”
- » Using DocuSign has helped strengthen the way customers view working with Leigh Brown and her team – “This is a referral business and the comments we receive from our customers range from ‘this is so easy to use’ all the way to ‘you’ve made a very stressful situation much easier for me.’ ”
- » “It was just so easy to use DocuSign.”

Background

Based in Denver, RE/MAX International oversees a network of more than 120,000 real estate agents in more than 65 countries. RE/MAX Signatures Properties is based in Concord, North Carolina, and is a part of that network and helps to service the active real estate market in the Charlotte area.

The Challenge

Charlotte is the second largest financial services market in the United States. With many financial services companies headquartered in the region, there are many corporate relocations to the area. Surprisingly, the average stay for a homeowner is just over 47 months. The corporate relocation scenario presented a unique challenge for Leigh Brown of Leigh Brown & Associates. Many of her customers move to the area from other states and other time zones. They typically make one or two trips to find and buy a home. The company had used Zipforms which allowed them to send documents via e-mail, but customers still needed to print out, sign and mail documents and contracts back to the office.

“Having a large number of out of state customers presents a challenge for us since we have to send paperwork back and forth via fax. After sending, receiving and re-sending documents many times the signatures can sometimes become illegible. We were looking for an easy solution to solve this problem.”

The Solution

While exploring various options to tackle the problem of finalizing contracts, Leigh realized that Zipforms partnered with DocuSign. She admitted that the idea of trying new technology was intimidating, but after using DocuSign she realized, in just a few minutes, how easy it was to use the service.

Leigh and her team have been using DocuSign for over one year and have been incredibly happy with the results. “Using DocuSign’s eSignature technology has allowed us to stay ahead of the competition and position ourselves as an advanced real estate firm. This technology has freed us up to focus on more client-facing activities and improve our customer service. It’s a huge bonus for both my team and our customers.”

The Results

Leigh and her team have seen a number of benefits for both themselves and their customers. First, especially when dealing with corporate relations, time is of the essence. Using DocuSign has reduced the time it takes to print, mail or fax, sign and re-send from seven to 10 days to less than an hour. Second, with customers mainly coming from out of state and different time zones, using DocuSign has cut down on the stress level for both the agents and the customers since the process is so quick and easy. Third, DocuSign is a safe, secure and 100 percent legal method of signing contracts. Sending sensitive financial information via fax, sometimes to a person’s office or a local Kinko’s, can be fraught with risk. Customers enjoy knowing that the documents are safely delivered.

“We’re embracing eSignature technology since it helps us close deals faster and ensure a high level of customer satisfaction. Our customers are happy since it reduces the burden on them during a potentially stressful time. What’s funny is that our family has been in the real estate market in Charlotte for almost 30 years, and using DocuSign has helped position us as a progressive company. I don’t consider myself to be technology savvy, but it’s just so darn easy to use,” she said.

About DocuSign

DocuSign offers an electronic signature service that provides the simplicity, speed and security required to deliver, sign and store documents. Designed from the ground up for business-class usage, this service integrates the technical infrastructure and legal compliance needed to operate an end-to-end signing service. DocuSign customers span a variety of industries and range from the largest corporations to the smallest branch offices. DocuSign, Inc. is a privately held company based in Seattle, Washington.