



# Allied Home Mortgage Capital Increases Loan Closure Rate to >90% with

## Summary

- Increased document closure rate to more than 90%
- Slashed document turnaround time
- Cut the office's administrative and courier costs by at least 50%
- Increased customer satisfaction

Founded in 1991, Allied Home Mortgage Capital Corporation (AHMCC) is the largest privately held mortgage banker/mortgage broker in the United States with 700 offices. AHMCC provides mortgage loans directly or through one of their national, regional and local lenders. The Washington-based office located in Puyallup is one of the top 25 performing offices in the AHMCC network.

## Challenge

According to Geoff Huetten, branch manager of the Puyallup, Washington AHMCC office, loan customers were requesting a more rapid pace in the mortgage process. "Speed is everything in our business," says Huetten. "What customers used to expect to complete in 1-2 weeks or a month, now needs to close in days."

Complicating this process was the traditional, paper-based application process in which AHMCC staff would fax or courier loan packages to clients, and then wait days for the signed packages to be returned. This obviously hindered the office's ability to close deals quickly, and also posed a risk of the customer shopping around for another broker.

## Solution

Always looking for ways to improve customer service and broker efficiency, Huetten was pleased when he saw a demonstration of DocuSign's eSignature service.



"I knew it would have a dramatic impact on increasing our sales close rates, but I didn't realize we'd have the additional benefit of improving customer service."

**Geoff Huetten**  
Branch Manager, AHMCC

"When I saw how easy using DocuSign was, I thought—this is it," says Huetten. "I don't have to worry about customers receiving the documents, worry about packages sitting for days or weeks on the kitchen table or arrange a convenient time and place to meet to get their signature."

## Results

Since incorporating DocuSign's eSignature service into his office's loan-signing process, Huetten says that his office has experienced a dramatic increase in the document return rate and a huge reduction in turnaround time for signed documents.

"Using DocuSign's eSignature service has helped our office us cut days and weeks off the entire closing process. It's been great for our office and it's made our customers happier and our team more efficient."



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