CASE STUDY

Century 21 Lois Lauer Realty Enhances Client Relationships, Cuts Costs with DocuSign

Summary

- Increased agent productivity and efficiency
- Cost savings for faxing, overnighting and gas
- Enabled mobile signing for clients
- Rapid return on investment

Century 21 Lois Lauer Realty has been serving the real estate needs of the Inland Empire region in California since 1976 and has been a leader in the area's real estate market share for the last 10 years. To help lock in its reputation as the leader in local real estate, Century 21 Lois Lauer Realty is making the home purchase and sale process easier than ever for its clients with DocuSign electronic signatures, and the brokerage has enhanced its relationships with clients as a result.

Challenge

As every real estate professional knows, buying or selling real estate involves a great deal of paperwork and time to get signatures and fax multiple documents to clients. The back-and-forth between buyers and sellers when negotiating a deal can become time consuming and frustrating for everyone involved. Century 21 Lois Lauer Realty wanted a way to make agents more efficient with their time and increase productivity.

Solution

Century 21 Lois Lauer Realty started using the DocuSign Global Network for electronic signatures two years ago.
"I chose DocuSign as a brokerage-wide solution based on strong recommendations from a number of agents who were already DocuSign customers on their own," says Dave Coy, the President of Century 21 Lois Lauer Realty. "They said it was helping them close more business."

Results

By replacing old-fashioned pen-paper-fax methods with DocuSign to obtain signatures, the office has seen a number of benefits for both agents and their customers. "With DocuSign, a client's signature is minutes away, no matter where they are in the world, regardless of the number of documents or pages needing their attention. No more overnight delivery charges or trips miles away from the office to achieve the same results," says Coy. "In addition, agents report their clients are amazed at how sophisticated DocuSign is, and still so easy to use."

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> Presdient

DocuSign's many features helps the agents close the deals faster. Many agents especially value the mobile signing capability, which enables clients to provide information and sign a contract anywhere, anytime, on any Internet-enabled mobile phone or tablet computer. Another favorite feature is the collaboration tool set, which lets signers propose changes anywhere in the document when they sign.

Century 21 Lois Lauer agents appreciate being able to feel more productive while providing customers with the best possible experience during their real estate transaction—and all with little ramp-up time. "I was amazed at how easy the product was to set up," says Coy. "Our agents were able to get up to full speed in using DocuSign in no time at all. The training modules are quick and concise. Our agents were able to start benefiting from DocuSign almost immediately to finish business faster. We've never looked back."

The Global Standard for eSignature

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About DocuSign

DocuSign® is the global standard for electronic signature®. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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