

ERA Evergreen Real Estate Company

ERA Evergreen used DocuSign Transaction Rooms to keep business safe and moving even when Hurricane Matthew forced their offices to evacuate.

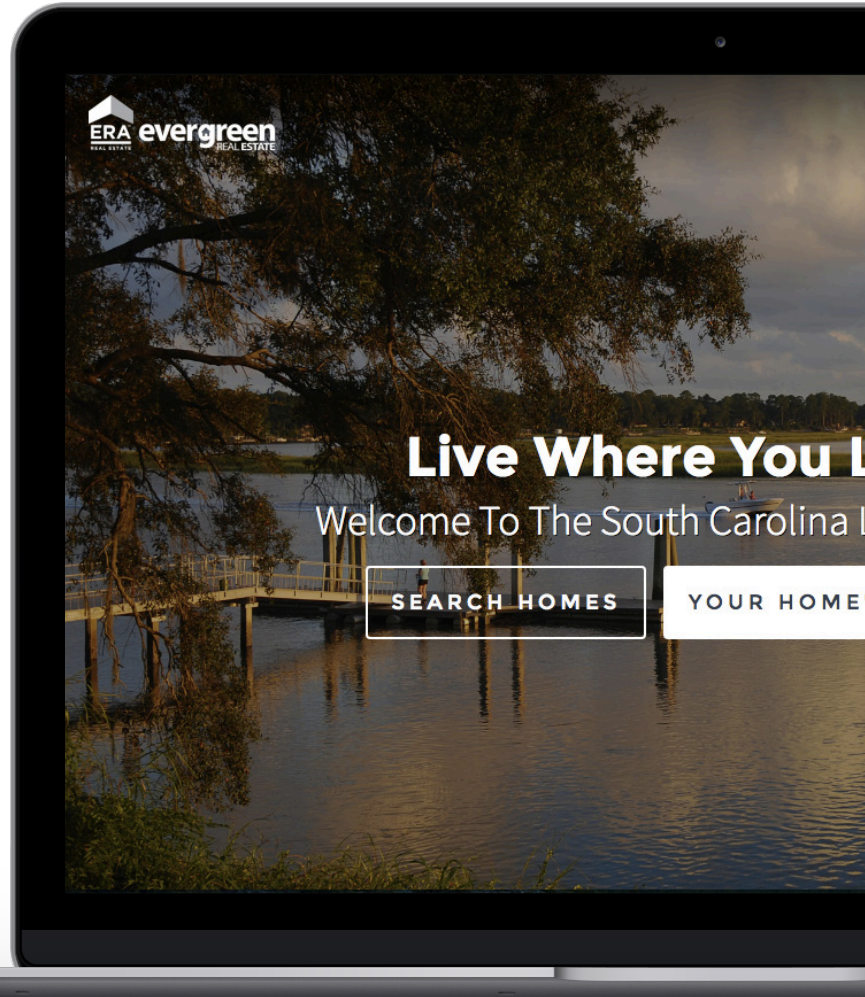
The Company

When Hurricane Matthew struck South Carolina in the fall of 2016, the agents and administrators of ERA Evergreen felt relief knowing they could focus on the evacuation and safety of their families without distractions from their business because all their critical information was safely stored on DocuSign Transaction Rooms.

The owner/broker of ERA Evergreen, Michael Gonzalez, reflects "our agents were worrying about evacuating their families and their personal things, and did not have to think twice about the offices." Their evacuation plan was, "Hey, did you lock the front door?" while paper-heavy brokerages were worrying about securing all of their files and information.

"It makes a situation like that way less stressful, when you know all you have to do is pick up and go, and as long as you have internet access somewhere, you have access to everything you need to run your business." Which was important because they still had deals in the pipeline that needed attention. When the storm had passed they were able to immediately jump back in where they had left off without any delays, "it was very seamless."

Gonzalez explains that ERA Evergreen is a residential real estate brokerage with three offices in the South Carolina Lowcountry which comes with the unique challenge of "knowing there is always a storm that can come



Top Benefits Achieved

- ✓ Save agents time and frustration
- ✓ Decrease office costs
- ✓ Win more business

blow them away." Fortunately for ERA Evergreen and their 60 agents, this worry was eliminated when the brokerage started using DocuSign Transaction Rooms.

The Challenge

Gonzalez reflects on their workflow before implementing DocuSign Transaction Rooms, "it involved a lot of paper, it was just overwhelming." Agents' desks were "stacked to the ceiling with paper," and they couldn't keep track of how many copies of a single contract were floating around the office, which was a huge liability. Also, because the state requires all records to be kept on hand for five years, ERA Evergreen was maintaining multiple storage units full of boxes, "we were overrun with paper."

When the 2008 housing crisis hit, Gonzalez took the opportunity to cut costs and increase the efficiency of his brokerage. By going digital, the brokerage would be able to cut overhead costs, reduce office space, reduce paper use and organize their records.

Solution

Gonzalez heard about Transaction Rooms at Inman Connect, and was attracted to its "modern design and how simple it was to use." He remembers that there "weren't any others that were worth evaluating," because no other solution could, "offer the seamlessness for sharing and managing transactions that [Transaction Rooms] could."

Results

Gonzalez remarks that life with DocuSign "is quite a bit easier!" Transaction Rooms has had a huge impact on ERA Evergreen for several reasons.

First, DocuSign has helped ERA Evergreen become a paperless brokerage, "the day to day handling of paper has gone to nil, nothing... It's the biggest thing that I noticed right away, the paper savings. We were buying boxes and boxes of paper each month, and we went to literally using almost no paper."

Gonzalez describes other ways that DocuSign helps them save money. For example, they no longer rent storage space, which

"Transaction Rooms reduces overhead, reduces future costs and reduces stress and worry about your documents."

- Michael Gonzalez, ERA Evergreen
Real Estate Company

saves them \$500 a month. ERA Evergreen also cuts costs in other ways, "without a doubt we are saving money, we have cut down on office space, no more buying filling cabinet, no more office leases on huge printers and scanners..."

Another change Gonzalez noticed since implementing Transaction Rooms is a reduction in man hours. They no longer need to manually organize and box up their paperwork at the end of the year which saves a lot of time. Also, ERA Evergreen has just 1 contract manager for the entire brokerage. "We will do over 500 transactions this year. And that's a lot of paperwork, and one person is able to manage all of that because of this system."

Additionally, Gonzalez knows that "being quick with an offer and getting info out quickly is important." With Transaction Rooms they're "definitely able to conduct transactions and get them to contract more quickly. An agent can be showing a property, and the buyer will want to put in an offer. They can just sit down, pull up Transaction Rooms and start the transaction right away. It saves our agents a huge amount of time."

Lastly, Transaction Rooms has proven to be a great recruiting tool. Gonzalez will show agents who are considered joining his team the transactions they have completely on the Transaction Rooms map view and, "that map can be really impressive."

ERA Evergreen is happy with the improvements Transaction Rooms has brought to the brokerage. "It reduces overhead, reduces future costs and reduces stress and worry about your documents. It has helped us accomplish what we wanted and we're looking to expand the way we use it."

About DocuSign

DocuSign offers transaction management services and is the NATIONAL ASSOCIATION OF REALTORS® Official and Exclusive provider of electronic signature services under the REALTOR Benefits® Program.

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