

NP Dodge Real Estate

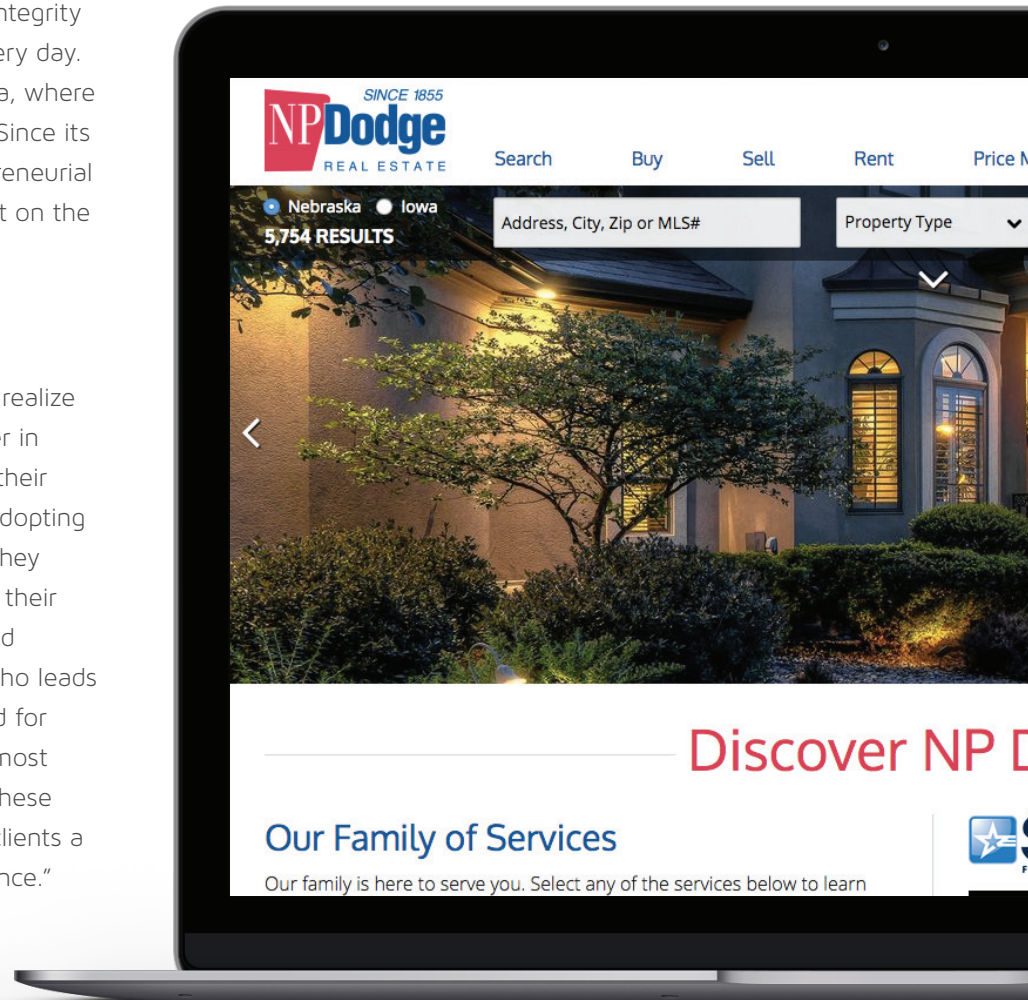
With DocuSign Signature and Transaction Rooms, NP Dodge has gained the independence they were always looking for

The Company

NP Dodge is proudly America's longest running, family-owned, full-service real estate company. Five generations solidify the character and integrity of NP Dodge, while thriving and growing every day. It serves 2 major areas in Nebraska and Iowa, where it boasts 11 offices and nearly 500 agents. Since its founding in 1855, NP Dodge's strong entrepreneurial spirit and devotion to excellence have kept it on the cutting edge of technological advancement.

The Challenge

NP Dodge has been around long enough to realize that technology is the key to staying a leader in the real estate industry. They take pride in their innovative spirit and often lead the way in adopting new technologies. So it is no surprise that they immediately recognized the value in turning their company digital with electronic signature and transaction management. Dave Faulkner, who leads special projects for NP Dodge, says the need for these tools was so obvious that, "even the most tech resistant agent could see the value in these digital tools that give themselves and their clients a greater level of convenience and independence."



Results Achieved

- ✓ Digital and mobile independence for customers and employees
- ✓ Vertical visibility and access between departments
- ✓ Highest adoption rate of any technology

Solution

When evaluating options for electronic signature and transaction management, NP Dodge needed a solution that would ensure security and convenience for its agents and customers. Faulkner noted, "you can't afford to make a mistake with digital," because you are dealing with important and sensitive information. Faulkner recalls that after looking at all the options, "DocuSign stood out as the most prominent in the market" because of its intuitive user experience and high levels of security.

Results

DocuSign Transaction Rooms and eSignature have given the agents, administrators and brokers of NP Dodge the independence and power to define their own workflow. This is great for agents because as Faulkner puts it, "they're not about being administrators, they're not about doing paperwork, they're about selling real estate." And now they can focus on what they do best because Transaction Rooms allows them to deliver their paperwork however they want, whether it be by email, fax, scan or hardcopy. The administrators love it because they can "organize their own transactions the way they need it, not only for themselves, but also for the real estate commission." And finally, the brokers are comforted knowing that "the paperwork at a broker level has to be absolutely bullet proof," and that DocuSign assures there will be no issues with compliance.

NP Dodge has integrated Transaction Rooms across its ecommerce department, title company, in-house lender, commission desk, relocation division, and insurance division which eliminates the "shuffling and organization of a lot of paperwork." Faulkner explains, "this gives us the independence we were looking for digitally. Every one of our divisions in the company now has instant, digital access to documents... There's no question that Transaction Rooms

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"There's no question that Transaction Rooms is in fact the hub, and the spokes are all of our various departments and divisions that now have access to that hub. And the wheel just goes around and around"

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Dave Faulkner, NP Dodge

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Faulkner notes that, "DocuSign eSignature has the highest adoption rate of any program NP Dodge has ever launched." He explains that this is because everyone wants to get onboard with the "simplicity, convenience and independence that DocuSign provides." "It is an incredible fit for us right now. We've got departments that are saying 'Wow, this really makes a lot of sense doesn't it?'"

To sum it up, all Faulkner can say is, "we're tickled to death with what we've got ... we're thrilled with DocuSign!"

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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