



RE/MAX Renaissance Realty

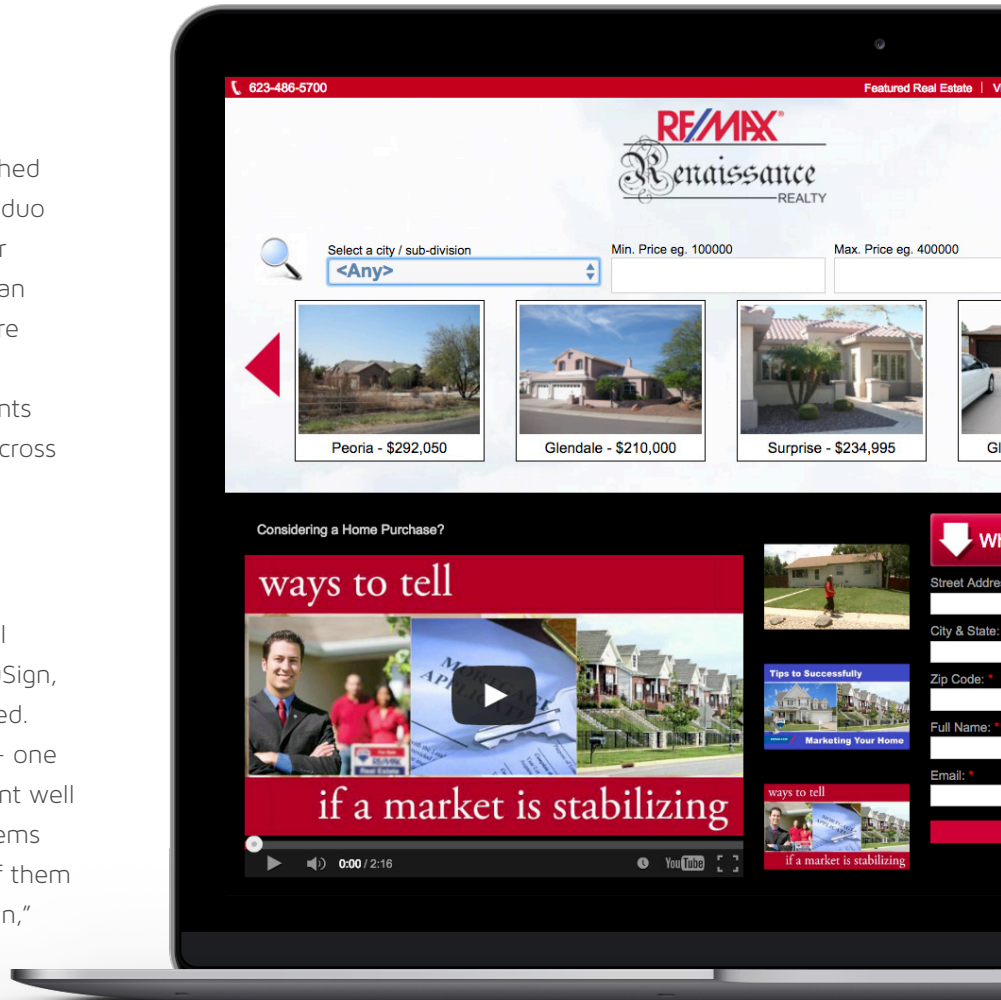
With DocuSign, brokerage uses one system to centralize and streamline workflow

The Company

Mark Parris and his father, Eddy Parris, established RE/MAX Renaissance in 2005. The father-son duo decided to take the leap of faith and start their own brokerage because they knew there was an opportunity to do things better – and they were right. Today, RE/MAX Renaissance Realty is a respected and growing brokerage with 80 agents closing more than 2,000 transactions a year across 5 locations in the Phoenix, AZ area.

The Challenge

RE/MAX Renaissance Realty was using a digital transaction management system prior to DocuSign, but it never met the needs of everyone involved. Mark was looking for an all-inclusive solution – one that did every piece of transaction management well for everyone involved. “There are a lot of systems out there that are built for agents, but none of them met the needs of the broker too, until DocuSign,” explains Mark.



Top Benefits Achieved

- ✓ Immediate adoption by agents and transaction coordinators
- ✓ Visibility into every deal from anywhere at anytime
- ✓ Reduced costs associated with paper and printing

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"[DocuSign Transaction Rooms] allows us to work with our agents, not against them,"

- **Mark Parris**, Broker/Owner at RE/MAX Renaissance.

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Solution

After a 2 year search for the right digital transaction management solution, Mark learned about Transaction Rooms at a RE/MAX event, "I immediately saw that this could be, and turned out to be, the system that was exactly what I had been looking for," Mark explains. After his office manager, transaction coordinator, assistant, and top two agents gave their approval, Mark pulled the trigger and moved his business onto the DocuSign platform.

Results

It took almost no ramp time to get all RE/MAX Renaissance Realty agents and staff up and running on DocuSign Transaction Rooms and Signature. Mark made the announcement to his brokerage and hosted a more intimate training session at each location before requiring every deal to be submitted for review via Transaction Rooms. "Everyone was happy I choose Transaction Rooms because it's part of DocuSign - my agents and the majority of their clients already know and trust DocuSign," says Mark.

DocuSign's reputation and comprehensive solution made the transition easy. "DocuSign Transaction Rooms allows our agents to work in one system. They can do everything they need to manage their deals without having to waste time logging into multiple tools, and, on the management side, we can see everything happening in every deal - it allows us to work with our agents not against them," says Mark. Since



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implementing Transaction Rooms, RE/MAX Renaissance Realty has been able to reduce costs associated with paper and printing, work on the go by approving files and managing transactions with DocuSign mobile apps, and save time by having everything needed to manage their deals in one place. "Everything is more efficient, utilizing one system instead of bouncing to multiple is a huge time saver worth its weight in gold," says Mark.



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.

For U.S. inquiries: toll free 877-720-2040 | DocuSign.com/remax

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