

Breaking the Mold in the Rental Market by Going Digital with DocuSign

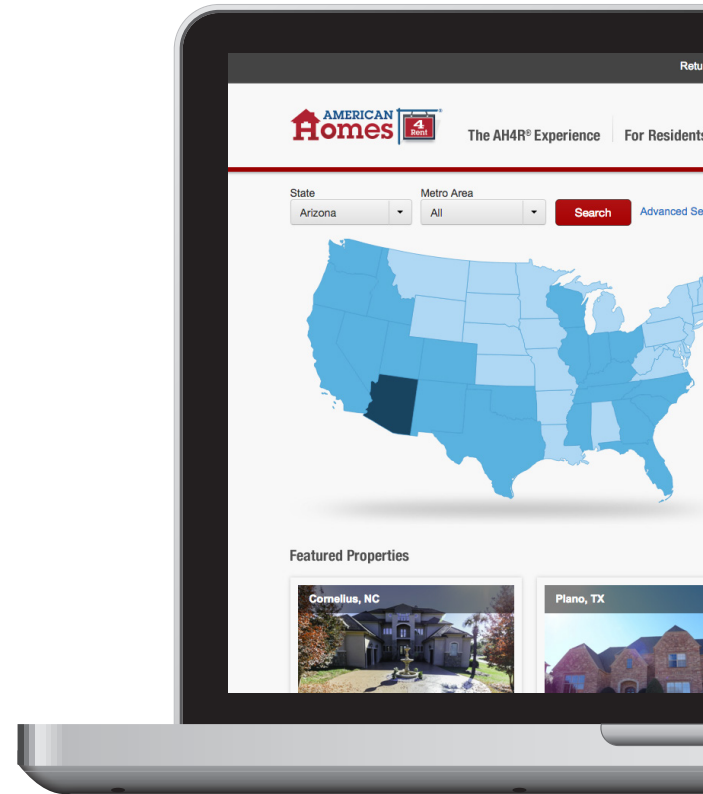
American Homes 4 Rent® DocuSigns to Expedite Leasing Process and Deliver Great Client Experiences

Background

American Homes 4 Rent (AH4R®) is a single family home rental company that's changing all the rules in the rental market, and has built a thriving business in the process. The company's formula for success is based on achieving very high rental volumes through efficiency and automation, and DocuSign's eSignature solution and Digital Transaction Management (DTM) platform is a vital component. By streamlining the document signoff and tracking process, DocuSign helps American Homes 4 Rent's agents manage 10 times the amount of properties per person compared to traditional property management companies who do not use DTM.

Challenge

The company purchases single-family homes in great neighborhoods, renovates them to its Certified Property standard, and leases them to renters for a reasonable price – all while providing a local touch. Through its unique business model, American Homes 4 Rent delivers excellent value to renters while satisfying investor demands for profitability and growth. Unlike traditional property management companies, AH4R can manage high transaction volumes effectively while reducing costs by digitally automating the leasing process to achieve utmost efficiency and a great customer experience.



Top Benefits Achieved

- ✓ Helps agents manage significantly more tenant volume than they could without DTM
- ✓ Allows agents to set up contracting documents in 5 minutes
- ✓ Shortens the leasing cycle by approximately 2 days
- ✓ Creates a better tenant experience across more than 50,000 transactions per year

Solution

American Homes 4 Rent found DocuSign to be a perfect solution to the lack of speed with pen and paper processes. "DocuSign saves time for our people and tenants in so many ways," said, Steve Pomush, Director of IT at American Homes 4 Rent. "One of the things I really like about DocuSign is the real time visibility it provides into every transaction. DocuSign is so intuitive and easy to use that the learning curve is virtually non-existent. DocuSign protects us from data entry errors and omissions that cut into productivity and delay time to close. As the global standard for Digital Transaction Management, DocuSign is widely known and accepted. It's tight security and mobile device support are crucial to our business."



Once deployed successfully for leasing, AH4R looked at other parts of the business to streamline operations. DocuSign is used in virtually every part of the organization, from human resources and legal paperwork, to IT services and confidentiality agreements. "Sometimes I'm asked if we plan to expand our use of DocuSign," recalled Pomush. "I reply that the answer is no. We can't expand because we already use DocuSign for every document our business requires, 100% of the time. Even when customers come into one of our offices to close a rental agreement in person, they DocuSign on a mobile device to close the deal right there on the spot."

Results

American Homes 4 Rent is able to manage up to 10 times the typical property management company workflow because they focus on speed and ease of doing business – 100% digitally. DocuSign is a huge part of their success. "We estimate that by using DocuSign we are signing up tenants two days faster on average," adds Aaron Noe, Senior Vice President of Property Management. "That accelerates our revenue stream and saves us from losing business because of something going wrong at the last minute, or the individual selecting another property while waiting on our paperwork. I can't imagine doing business any other way than digitally with DocuSign," he concluded. "For us DocuSign is not a more or less thing – it's an absolutely essential component of our business model."



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- Steve Pomush, Director of IT



About DocuSign

DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

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