

# DocuSign Doubles Down in Real Estate

## DocuSign Puts Brokers and Agents at the Center of the Transaction

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SAN FRANCISCO, July 25, 2016 /PRNewswire/ -- DocuSign today announced that the company has deepened its investment in the real estate market. As part of this broader commitment, DocuSign will debut new partnerships, expand several existing partnerships, announce additional Real Estate thought leaders to its Advisory Board, and launch significant new product enhancements during Inman Connect 2016 in San Francisco August 2-5, 2016.

"DocuSign is the real estate global standard for eSignature and Digital Transaction Management," said **Dale Stinton, CEO of the NATIONAL ASSOCIATION OF REALTORS® (NAR)**. "The real estate industry was one of the first to make the digital transformation, and we've been benefiting ever since from DocuSign's ease of use and great end user experience. DocuSign's latest investments bring even more innovation, control and peace of mind to brokers and agents so that they can focus on what matters most – their clients."

DocuSign is making its biggest real estate investment to date to enable brokers and agents to process more than 12 million documents annually and close more than 2.5 million real estate transactions every year. The company continues to make innovative enhancements to its product – like offline signing, in-person signing, and the latest improvements to *DocuSign Transaction Rooms* – that are driving the real estate industry's widespread adoption of DocuSign and helping to add more than 85,000 new users to the DocuSign Global Trust Network every day.

"DocuSign has a long history of putting brokers and agents at the center of the real estate transaction so that they can do the same for their clients," said **Ed Krafchow, chairman and CEO of Better Homes and Gardens Mason-McDuffie Real Estate**. "From the company's mobile-first product approach, to ensuring brokers and agents have complete control over the transaction, to its industry-leading data privacy practices that keep broker, agent and client information safe and secure, DocuSign is paving the way for the best transaction experiences in real estate."

As part of the company's presence at Inman Connect, DocuSign Chairman and CEO Keith Krach – named by Inman News as one of the top 100 most influential people in real estate in 2016 and one of 33 people who are changing the face of real estate in 2015 – will be sharing insights and best practices for brokerages and agents in *Imagining the Future Digital Transaction* during a Fireside Chat with Brad Inman on Wednesday, August 3 at 11:30am Pacific.

"Nothing is more important to the real estate market running smoothly and efficiently than ridding the process of paperwork to make buying a home more transparent and seamless – and DocuSign is leading the way," said **Inman Publisher Brad Inman**.

"The real estate business is about trust and relationships, and it starts with brokers and agents," said **Keith Krach, chairman and CEO, DocuSign**. "At DocuSign, we are manically focused on providing real estate professionals with the most available, secure, and easy to use platform in the industry. This has been vitally important to us from the beginning and we will continue to put brokers and agents at the center of the transaction."

The company will showcase *DocuSign Transaction Rooms* at Inman Connect – the only digital platform finalist in Inman's Innovator of the Year awards with winners to be announced at the event. *DocuSign Transaction Rooms* empower brokers and agents to manage the entire real estate transaction, from listing to close, 100% digitally. Its release has shown to be a valuable addition to DocuSign's DTM platform with growth of transactions room usage at 125% year over year for the company. Also, DocuSign has increased its investment in product development by 50% this year demonstrating its commitment to innovation as the market leader.

"As the world's market leading independent residential network with more than 120,000 associates at more than 500 firms across more than 50 countries, Leading Real Estate Companies of the World has endorsed DocuSign for eSignature and transaction management," said **Pam O'Connor, president & CEO, Leading Real Estate Companies of the World**. "*DocuSign Transaction Rooms* put control over the entire real estate transaction – including client data – right where it belongs: in the hands of our brokers and agents so that they can best manage their transactions – anytime, anywhere, on any device."

DocuSign helps close more deals faster, maintain greater control over the transaction, lower cost, and ensure data privacy and security while being compliant with the xDTM Standard. All the while, the company maintains a resilient focus on delivering a great client experience.

"*DocuSign Transaction Rooms* is transforming the real estate industry and has become the hub for a truly end-to-end paperless transaction," said **Glenn Shimkus, vice president of real estate product at DocuSign and one of the top 100 most influential people in Real Estate** in 2016 according to Inman News. "This is achieved by leveraging DocuSign's industry-leading eSignature solution, API integrations, and the DocuSign Global Trust Network – which includes a wealth of real estate partners – all to enable brokers and agents to better focus on their clients' needs and close more deals faster."

During Inman Connect, DocuSign will also announce additional real estate thought leaders to its Advisory Board to add deep real estate expertise. A few members include Rick Smith, CEO of Equifax; Don Thompson, Former CEO of McDonalds; Jerry Yang, co-founder of Yahoo; Bruce Chizen, Former CEO Adobe; and Rick Wagoner, Former CEO General Motors. Strategic investors include the NATIONAL ASSOCIATION OF REALTORS®, Microsoft, Google, SAP, Visa, Salesforce, Dell, Intel, Comcast, Samsung, Ziplogix and others.

Numerous organizations including The California Association of REALTORS®, The Canadian Real Estate Association, Ellie Mae Partners, HSF Affiliates, Leading Real

Estate Companies of the World, LenderLive, Lone Wolf, MLS Listings, MRED, The National Chamber of Trade Union Officers and Agents for Commercial Real Estate (CNASIM), the NATIONAL ASSOCIATION OF REALTORS®, the National MultiFamily Housing Council, NextHome, Inc., RE/MAX, Realogy, Real Estate Webmasters, RESAAS, Royal LaPage, Texas Association of REALTORS®, and many others have partnered with DocuSign on behalf of their members.

DocuSign Real Estate customers include Allied Home Mortgage, Auction.com, Berkshire Hathaway HomeServices Fox and Roach, Berkshire Hathaway HomeServices N.E. Prime Properties, The Boutique Real Estate Group, Crye-Leikie Real Estate Services, ERA Colonial Real Estate, The GoodLife Team Real Estate Brokerage, The Malibu Life, Mortgage Lenders of America, Nancy Alert & Associates Lands Real Estate, Nest Realty, Prominent Properties Sotheby's International Realty, Prudential California Realty, Better Homes and Gardens Real Estate Gary GREENE, Rate One, Re/Max Integra, Re/Max Signature Properties, Real-a-Save, Resort Realty, RETHink Real Estate, Schoolhouse Realty, Service First Mortgage, Seven Gables Real Estate, Summit Mortgage Corporation, Tim Dunham Realty, Twiddy and Company REALTORS, Westgate Resorts, and zipLogix among others.

For more information on DocuSign, visit [www.docusign.com](http://www.docusign.com).

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