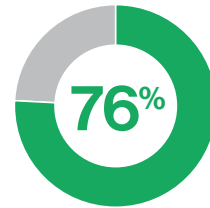


Are you an 'agreeable' real estate agent?

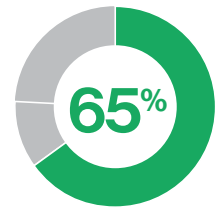
How e-signature
opens doors and
saves time in today's
real estate market

Real estate has long attracted entrepreneurial, independent-minded people who crave ownership over when, where, and how they work. It's part of what makes real estate such an exciting career option. But that freedom and flexibility can make it difficult for agents to keep up as the industry changes rapidly.

With more than two million real estate agents in the U.S., and weak housing inventory, competition is at an all-time high. Winning means staying ahead of the curve when it comes to new technologies, changing client expectations, increased competition from rivals investing billions in digital tools – and the shifting role of agents themselves. Buyers today no longer rely on agents for access to listings. They can, and increasingly do, research homes online before contacting an agent. But an agent's local expertise and guidance is more important than ever.



of buyers searched for homes on their mobile devices (2018)⁴



of first-time home buyers are Millennials.⁵

“In a world where real estate agents are no longer gatekeepers of the data, our true value proposition is to create a great experience for our clients.”

Michael Thorne
RE/MAX Little Oak Realty

Today, buyers (and sellers) are more informed and digitally savvy than ever before. There's mounting pressure on agents to keep up, especially as millennials, many of whom grew up with a smartphone in hand and the internet a tap away, enter the market.

Sure, many aspects of the job haven't changed. Clients still want advice and great service. But to do the job well, agents need a digital toolkit to meet clients' changing expectations. So what can agents, especially those who may be cautious about adopting new technologies, do?

Start by eliminating paperwork – and the pain of endless documents that must be printed, signed, mailed, and even faxed – with an e-signature solution.

Open the door to a better way to work

Real estate is a relationship business, and those relationships are built on meeting (or exceeding) clients' expectations. Doing that successfully today means catering to the digital, on-demand experiences that buyers and sellers expect. If there's one thing that clients don't expect – and won't tolerate – it's being asked to fill out and fax a buyer's agreement, or print, wet sign, scan, and mail sellers' disclosure forms.

Agents nationwide use DocuSign's intuitive interface and easy-to-use app to sign, send, and manage transaction agreements.

Clients don't want to deal with yesterday's technology. They don't want to drive across town to sign piles of documents in person. They want real estate on demand.

One of the easiest decisions that agents can make is to reduce paperwork with e-signature.

78% of clients
expect an agent response
within an hour.

19% of clients
expect it within ten minutes.

Transform your business with DocuSign eSignature

Agreements are central to every real estate transaction – from appraisals and disclosures, to listing agreements, inspections, and contracts. As an agent, you can't take documents out of real estate. But you can make them less of a nuisance with digital agreements and e-signature.

With agreement templates in DocuSign, agents save time and ensure that clients sign and fill out forms correctly— every time. It's one reason why DocuSign helps complete real estate agreements 25x faster.

Any delay increases the chances that fed-up clients will take their business elsewhere. Is that a risk you're willing to take in the name of paper?

According to the National Association of REALTORS®, members rely on repeat clients and referrals from past clients for 30% of their business.⁷

It's time to take your business digital, and e-signature is a logical first step. With DocuSign eSignature, you'll save a lot more than paper; you'll save your clients time – and your reputation.

An added bonus? The speed and simplicity of DocuSign eSignature doesn't just impact the client experience; it's also good for agents' own peace of mind. Digital agreements and e-signature allow agents to save time and eliminate administrative work of managing physical paperwork and rekeying data that opens them up to risk. That's time that could be spent closing deals or seeking new clients to serve.

Your reputation as an agent – and your business – depends on giving clients a convenient, digital way to work. Are you ready to take the first step?

Learn more by visiting docusign.com/industries/real-estate.

With DocuSign, agents see:

80%
of documents returned in one day

127% increase
in client satisfaction scores

25x faster
turnaround time on agreements

“The real estate industry is changing and DocuSign is one of the leaders defining its digital future. DocuSign empowers agents to do more with their businesses by getting transactions done quicker, easier, and on their own terms.”

Bob Goldberg
CEO
National Association of REALTORS®

This whitepaper is not the product of the National Association of REALTORS®, and may not reflect NAR's viewpoint or position on these topics. NAR does not verify the accuracy of the content.

Notes

- 1 <https://www.homelight.com/blog/how-many-realtors-in-the-us/>
- 2 <https://www.cnbc.com/2019/07/09/the-housing-market-is-about-to-shift-in-a-bad-way-for-buyers.html>
- 3 <https://www.forbes.com/sites/valleyvoices/2018/02/13/future-of-real-estate-tech/#51da888a1c13>
- 4 NAR Home Buyer and Seller Generational Trends Report 2018
- 5 <https://www.nar.realtor/sites/default/files/documents/2018-real-estate-in-a-digital-world-12-12-2018.pdf>
- 6 <https://www.docusign.com/white-papers/how-has-the-on-demand-economy-impacted-real-estate>
- 7 <https://www.nar.realtor/sites/default/files/documents/2019-member-profile-highlights-05-09-2019.pdf>

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 537,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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