

# 20 Years of ESIGN

Building Buyer-Friendly  
Real Estate Transactions

Today's interconnected technology landscape offers countless ways for real estate agents and organizations to seamlessly connect with consumers. Viewing property details, negotiating an offer and signing an agreement can all happen in seconds with modern cloud technology. But it wasn't always that easy. These seamless, secure modern transactions are not simply the result of innovative companies that have created brilliant innovations. As digital business exploded in the new millenium, key legal guidelines have been at the center of that evolution, ensuring that technology used in digital business transactions meets appropriate criteria.

June 30, 2020 marked the 20th anniversary of the Electronic Signature in Global and National Commerce Act (ESIGN) in the U.S. Before ESIGN established the validity of electronic signature, real estate transactions required multiple meetings, huge stacks of paper and ink-and-paper signatures to finalize purchases. Just 20 years ago, the only way to complete that process was to construct a hodgepodge signature process involving long delays, expensive physical mail, fax machines, printers, scanners and photocopiers.

The passage of ESIGN eliminated doubt about the legality and acceptance of electronic signature. ESIGN paved the way for DocuSign and others to build cutting-edge real estate workflow tools. Milestones like this one are an opportunity to celebrate how far real estate technology has come and how agents and buyers benefit from faster, more connected systems.

When DocuSign eSignature was first released, the real estate industry was one of the primary beneficiaries. Tracking the scale of customer service advances in real estate is a great barometer of how innovative leaders are using new technology in everyday transactions. In this ebook, we'll examine a highlight reel of customer stories, quotes and stats about how electronic signature tools have been used to accelerate the speed of transactions and give buyers a better experience. As you read through, think of the ways your organization could benefit from an improved agreement process today and imagine the exciting improvements that will come in the future.

## Keller Williams sets the standard for real estate technology

Co-founder and CEO Gary Keller had a vision to transform the real estate industry. He saw clunky transactions and needless pain points for consumers and reimagined the way real estate could be sold using advances in business technology. The company evolved its consumer offering by starting with internal processes, undergoing a digital transformation to turn a real estate franchise company into a real estate technology company.

The DocuSign Agreement Cloud was at the heart of this transformation, giving Keller Williams a central focus point from which to imagine a cohesive consumer experience from start to finish. From that end-to-end foundation, the team can standardize processes, strategically pinpoint best practices and identify opportunities to add consumer-friendly touches from individual agents. The end result is a friction-free experience that allows agents and buyers to use the same agreeable system to manage the entire transaction process.

Today, Keller Williams is the biggest real estate franchise in the world by number of agents, units sold and sales volume. Its business model equips agents with a technological edge to customize the customer experience.

## Guild Mortgage undergoes digital transformation with DocuSign Agreement Cloud

Agreeing to a mortgage can be a long and painful process for a consumer, involving thick stacks of paper and confusing documents that need multiple signatures. It's also a heavily regulated industry, which introduces some complexity. When Guild Mortgage began using DocuSign, the goal was to create a more customer-friendly residential financing process that was convenient and intuitive.

To comply with regulations, the mortgage process has several important checkpoints that require signatures to keep the agreement moving and ensure it closes on time. Guild has customized its workflow to adapt and maximize the customer experience at each step in the process.

Using the DocuSign Agreement Cloud to prepare, sign, store and manage the entire series of mortgage documents gives Guild customers extra visibility into the agreement chain as well as status updates on any specific document.

Before closing on a mortgage, consumers receive a series of documents digitally that they can review and sign electronically in advance of the closing transaction. That reduces the amount of documents that need to be discussed and signed during that transaction, allowing the consumers to focus on any specific documents or questions. The result is a streamlined closing with a customer experience that is far less intimidating and more enjoyable.

**“DocuSign Agreement Cloud allows us to create an end-to-end business process for our agents that then allows them to create a world-class experience for consumers.”**

**Neil Dholakia**  
Chief Product Officer  
Keller Williams

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**“DocuSign’s system of agreement is so flexible that I can’t remember a time when DocuSign wasn’t able to come up with a solution for a need of ours.”**

**Lisa Klika**  
Chief Compliance Officer  
Guild Mortgage

## Real estate at the speed of today

In today's world, customers expect the real estate process to be quick and easy. From lead to close, each step must be simple for the customer, agent and broker. For 20 years, DocuSign has helped make this vision a reality by replacing manual and paper processes with automated, digital technologies.

DocuSign helps automate and connect the entire real estate agreement process, offering integrations with the systems realtors already use and purpose-built products like Rooms for Real Estate, eSignature for Real Estate and eNotary.

## With DocuSign, agents and brokers report:

**82%**  
of documents are  
completed in one day

**50%**  
reduction in paper costs

**127%**  
average increase  
in client satisfaction

**\$60K+**  
in savings per year

**25x**  
faster turnaround  
time on agreements

**“Nothing is more important to the real estate market than ridding the process of paperwork to make buying a home more transparent and seamless. DocuSign is leading the way.”**

**Brad Inman**  
Inman News

Learn more about the [DocuSign Agreement Cloud for Real Estate](#).



**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 500,000 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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