



Our First Nest Realty Finds Golden Egg with DocuSign

Summary

- Reduced signing time from a few days to a few minutes
- Provided a competitive advantage, i.e., fewer hassles, no faxing and no waiting
- Environmentally friendly

Paul Silverman of Our First Nest Realty has served first time home buyers in the greater Houston area for more than 14 years. A licensed real estate broker with 9 professional designations, Silverman educates and guides buyers and sellers through the home buying process. Silverman's goal is to make the real estate transaction simple for both parties through quality personalized service.

Silverman is a noted proponent of green initiatives and has earned his GREEN Designation from the National Association of REALTORS® and is a Certified Green Professional from the National Association of Homebuilders. Not only does Silverman advise clients on the economic and health benefits of going green, Silverman employs green initiatives at Our First Nest Realty.

Challenge

Silverman understood that real estate transactions via paper were becoming a growing inconvenience and aggravation for his clients. Signing and faxing documents was time-consuming, frustrating and costly. Often clients had to source and pay for the use of a fax machine to return the signed documents. With each signed fax transmission, the document resolution degraded until the illegibility made the document legally questionable. Plus real estate deals were often in jeopardy due to the time it took to sign and present the paperwork to sellers.

The need for change came to a head when Silverman represented a buyer that traveled heavily for business.

Silverman had little time to get the necessary paperwork signed and presented to cement the deal. The laborious



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Paul Silverman, REALTOR®
Owner, Our First Nest Realty
Houston

document signing and faxing scenario would not be feasible as his client has no access to a fax machine. Time was of the essence.

Solution

Silverman learned of DocuSign via an Internet search. It took just a few minutes to convince him to try it. Silverman immediately registered for a free trial of the DocuSign eSignature Service.

Results

Within minutes of registering, Silverman sent the documents electronically to his client, who had no access to a printer, scanner or fax. Upon receiving the DocuSign email notification, she quickly adopted a signature and signed the documents online. Silverman was notified when the documents were completed and was able to immediately present the offer, which was accepted—beating other interested parties.

A few days later, additional documents required his client's signature. Silverman also sent these documents via the DocuSign service. However, this time his client



did not have access to a PC as she was in all day meetings and again out of state. Employing DocuSign's mobile functionality, Silverman's client electronically signed and returned the amendments in minutes using her Apple iPhone.

"DocuSign came to the rescue and my client was ecstatic. Not only did she get a great deal, it wasn't a hassle getting it. And being able to sign from a mobile phone was a huge advantage," says Silverman.

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Our First Nest Realty now employs DocuSign's eSigning service, replacing the "wet ink" signature process. Silverman reports that his customers love it and that he has yet to have a single client or colleague question the legality or validity of eSigning. "DocuSign is convenient, safe and legal," continues Silverman. "Clients always tell me how easy it is to instantly DocuSign. By far, DocuSign is the best tool I've ever used."

Silverman also cites that DocuSign has reduced or eliminated the need for printing, faxing or any other method that wastes paper, ink and energy. He is pleased that he is not only helping clients with a hassle-free transaction, but is also maintaining his pledge to the environment.

"Providing excellent customer service as well as stewardship for our environment is the mission of Our First Nest Realty," continues Silverman. "With DocuSign, we are able to accomplish both effortlessly."

About DocuSign

DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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