



Prudential Gary Greene Saves Time and Money, Simplifies Transactions for Clients

Summary

- Improved agent retention
- Achieved significant cost savings in gas
- Saved time for agents in managing the contract signature process
- Ranked among top 10 Prudential offices nationwide in 2010

Independently owned and operated, Prudential Gary Greene, Realtors® is the top residential real estate brokerage in Houston, with 20 offices and approximately 900 agents throughout the Houston metropolitan area. In the last four years, Prudential Gary Greene, Realtors closed more transactions than any other broker in Houston. The office was 2009 Broker of the Year for the Prudential Real Estate Network and ranked in the top ten Prudential offices nationwide in 2010—in part thanks to using DocuSign electronic signatures for contracts.

Challenge

To maintain its coveted status as the “office to beat” in Houston, Prudential Gary Greene, Realtors was on constant lookout for new ways to save time and money while impressing their clients.

After learning about electronic signatures at the Prudential Real Estate Convention, Prudential Gary Greene agents asked their broker to add DocuSign to their technology toolbox.

At the same time, the office was fielding demands from clients who specifically asked for agents who used DocuSign. “One agent signed up for DocuSign because a prospective client said they used DocuSign in their last transaction and refused to work with any agent who didn’t use it,” said Toni Nelson, director of strategic initiatives for Prudential Gary Greene, Realtors.

Solution

Because of this high internal and external demand, Prudential Gary Greene selected DocuSign for Realtors®



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REALTORS®**

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Toni Nelson
Prudential Gary Greene

as an office-wide initiative. Prudential Gary Greene, Realtors was determined to take advantage of latest eSignature technology.

Results

Since the company signed up with DocuSign, every agent using it has become a devout fan. “Our agents save more money in gas every month than the cost of DocuSign, and they get more done faster. It’s an efficient and effective use of their time and money,” Nelson says. “Agents value DocuSign’s total package of convenience and time savings, particularly when clients are out of the country or not close enough to visit,” adds Nelson.

“Top producing agents use DocuSign and they do the lion’s share of business,” Nelson explains. DocuSign has also helped Prudential Gary Greene grow faster, increased agent morale and aided in agent retention. “Agents love the time-savings, the convenience to them and their clients and the money they save on gas,” Nelson says.

“The name DocuSign has become the household word for eSignature,” Nelson says. “My agents never say eSignature system – it’s always ‘DocuSign.’ That’s true of clients, too. DocuSign is a universal name because no other electronic signature solution can compare.”



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