

## Allied Home Mortgage Capital Corporation

### Top performing office increases sales contract close rates significantly and improves customer service

#### DocuSign Customer Success Story



#### Customer Profile

**Industry**  
Financial Services

**Company**  
Allied Home Mortgage Capital Corporation

**Location**  
Puyallup, WA

**Website**  
[www.alliedmtgcapital.com](http://www.alliedmtgcapital.com)

*“There’s no question that before DocuSign there were many after-hours signings, many late-night drives out to clients’ homes. Now, I get to spend more time with my family -- I think my wife likes DocuSign as much as I do.”*

Geoff Huetten, Branch Manager of AHMCC

#### Summary

» Using DocuSign’s eSignature service, Allied Home Mortgage’s Puyallup, WA-based office has increased its contract closure rate to more than 90 percent. Eliminating the need to fax or courier paper-based loan packages has resulted in a reduction of administrative and overnight costs by more than 50 percent.

» “Using DocuSign’s eSignature service has helped us cut days – if not weeks – off the entire closing process. It’s been great for our business: It’s made our customers happier and our brokers more efficient.”

» “On one of our first contracts using DocuSign, we emailed the loan application to the customer while still on the phone with them in the morning, and had all the required documentation and a signed loan package ready for lenders by 2 p.m.”

» “DocuSign’s ease of use makes us look technically savvy. It’s a phenomenal product that’s easy for our clients and easy for us. Everyone in the office uses it as often as they can.”

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## Background

Allied Home Mortgage Capital Corporation (AHMCC) is the largest privately held mortgage banker/broker in the United States, with hundreds of offices licensed in 50 states and in the U.S. Virgin Islands. It offers a wide variety of mortgage products and services from hundreds of lenders. The Puyallup, WA-based office is one of the top 25 performing offices in the AHMCC network.

## The Challenge

According to Geoff Huetten, Branch Manager of the Puyallup, WA branch of AHMCC, loan customers have been requesting a more rapid pace in the mortgage process. "Speed is everything in our business," Huetten says. "What customers used to expect to complete in 1-2 weeks or a month, now needs to close in days." Complicating this process was the old-fashioned, paper-based application process in which his staff would fax or courier loan packages to clients, and then wait days for the signed packages to come back. This obviously hindered the office's ability to close deals quickly, and also posed a risk of the customer shopping around for another broker.

## The Solution

Always looking for ways to improve customer service and his brokers' efficiency, Huetten was very surprised when he saw a demonstration of DocuSign's eSignature service. "When I saw how easy using DocuSign was, I said, 'This is it: I don't have to worry about customers receiving the documents, worry about packages sitting for days or weeks on the kitchen table or arrange a convenient time and place to meet to get their signature.' "

Huetten also quickly realized other benefits. "From the moment I saw DocuSign I knew it would have a dramatic impact on increasing our sales close rates, but I didn't realize we'd have the additional benefit of improving customer service. It's been huge on both fronts for our business."

## About DocuSign

DocuSign offers an electronic signature service that provides the simplicity, speed and security required to deliver, sign and store documents. Designed from the ground up for business-class usage, this service integrates the technical infrastructure and legal compliance needed to operate an end-to-end signing service. DocuSign customers span a variety of industries and range from the largest corporations to the smallest branch offices. DocuSign, Inc. is a privately held company based in Seattle, Washington.

## The Results

Since incorporating DocuSign's eSignature service into his office's loan-signing process, Huetten says that his office has experienced a dramatic increase in the document return rate and a huge reduction in turnaround time for signed documents. "Using DocuSign's eSignature service has helped our office us cut days and weeks off the entire closing process. It's been great for our office and it's made our customers happier and our team more efficient."

Additionally, eliminating the cost of printing and mailing paper-based loan packages has cut the office's administrative and courier costs by at least 50 percent.

Using DocuSign's eSignature service also means that his staff is no longer limited to courting customers within a certain geography, which allows him to expand his potential client base. "In any industry, unless you have the technology, you will be limited by geography. Using DocuSign has erased any geographic limits or boundaries for our office." Using DocuSign has helped to increase revenue for Huetten's office. As one of several hundred AHMCC offices, the Puyallup, WA-based branch consistently ranks in the top 25 nationwide in terms of originations.

DocuSign also has had a quality-of-life benefit as well. Traditionally, Huetten and his staff would offer to meet anytime that was convenient for their clients – even if it wasn't so convenient for the employee. "Bankers hours are typically 9 to 5," Huetten says, "and the bad thing with that is everyone else's work hours are about the same. There's no question that before DocuSign there were many after-hours signings, many late-night drives out to clients' homes. Now, I get to spend more time with my family -- I think my wife likes DocuSign as much as I do."