

# Coldwell Banker Elite

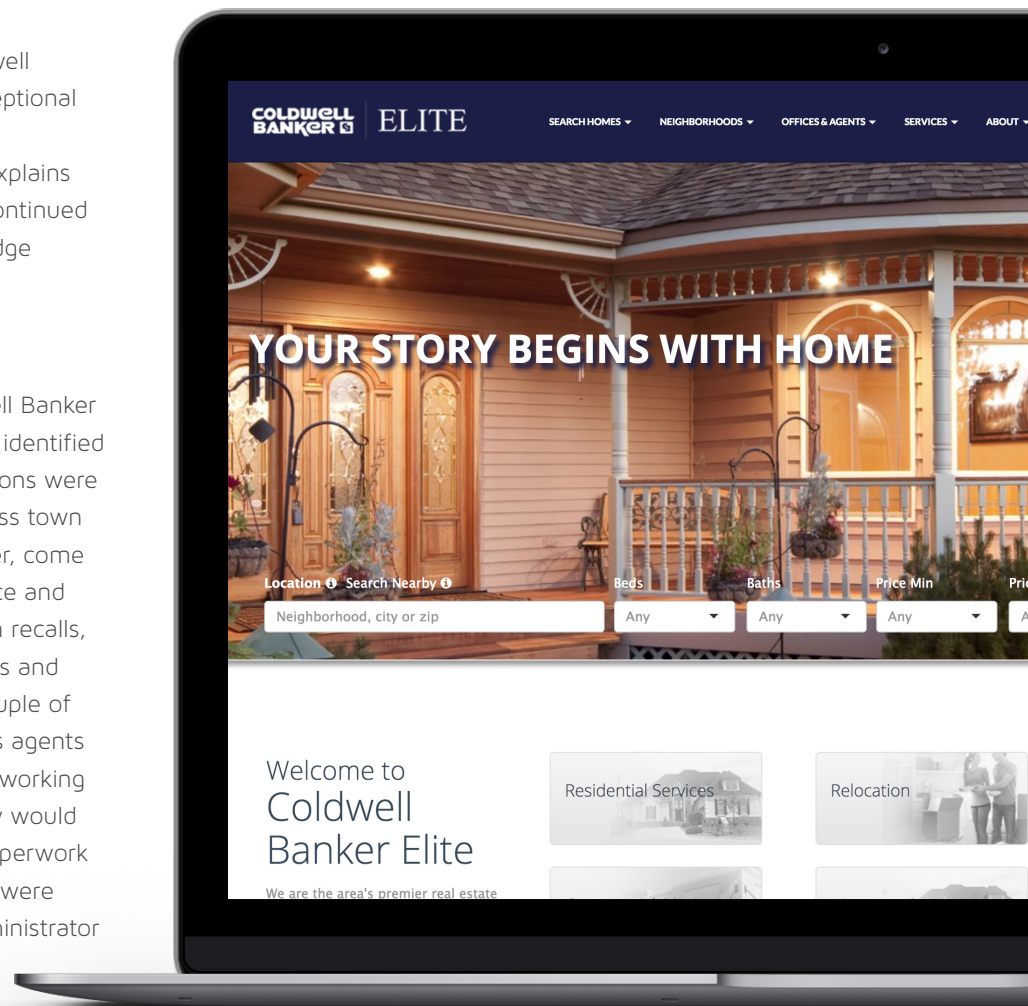
Brokerage automates offices with DocuSign; impresses clients and agents with speed and efficiency.

## The Company

Coldwell Banker Elite was named the #1 Coldwell Banker Affiliate in Virginia because of the exceptional service it provides across its 9 office locations. Matthew Rathbun, Executive Vice President, explains that this level of quality is achieved through continued investment in their 200 agents with cutting edge technology and education.

## The Challenge

Rathbun recognized the problems that Coldwell Banker Elite's paper-heavy workflow was causing and identified an opportunity for improvement. All transactions were being done by hand. Agents would drive across town to get signatures in-person with pen and paper, come back to make multiple photocopies in the office and store paperwork in bins by their desk. Rathbun recalls, "they were lugging in suitcases full of contracts and forms, and honestly dropping the ball on a couple of things." Additionally, as Coldwell Banker Elite's agents were becoming more mobile and increasingly working at home or coffee shops, the only reason they would need to come to the office was to drop off paperwork and they wouldn't do it often enough, "so we were seeing delays in getting paperwork to the administrator in a timely manner."



## Top Benefits Achieved

- ✓ Decrease time spent on administration
- ✓ Increase cost savings by eliminating paper processes
- ✓ Attract and retain top performing agents

## Solution

Rathbun knew they would be able to improve their processes by going digital; making the offices more efficient, supporting the mobility of their agents, and staying modern and up to date with changing technologies.

To best meet their needs, the search team “found that DocuSign was far more reliable than any other option,” because it had a better administrative side, better integrations, more features, and more benefits. In addition to these “many compelling reasons to go with DocuSign, we trusted DocuSign the most because it is ubiquitous.”

Within 18 months of making the decision to onboard their offices with DocuSign eSignature and Transaction Rooms, Coldwell Banker Elite had all 200 of their agents and 100% of their transactions working digitally.

## Results

“Having all our agents on this one single platform has certainly helped when it comes to avoiding problems and getting information quickly,” Rathbun explains. Coldwell Banker Elite has seen many benefits since DocuSign’s implementation.

First, with DocuSign it has been a lot easier for the brokerage to get paperwork in correctly and on-time. Rathbun remarks, “a lot less time is spent on the administrators’ and the brokers’ behalf chasing down the paperwork that agents just forgot because now the system is the entity that is nagging the agents and not the managers and admins.” Transaction Rooms also saves time for the agents, because if they turn in an incorrect or incomplete file it immediately alerts them rather than “waiting weeks before the staff or the broker can process it and realize it is wrong.” This increase in efficiency and speed has proven to be important for Coldwell Banker Elite. “We’ve certainly noticed it is a valuable asset for getting things done more effectively. We are able to get in front of another buyer or competing agent because we get the offer there and ratified faster.”

Second, having their records stored electronically on the cloud has been enormously helpful for Coldwell Banker Elite. It has allowed

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brokers and agents to work remotely and independently because they can access whatever they want, whenever they want. Rathbun notes, “as a broker I can look at a transaction on my iPad, iPhone or computer from any office or location. I don’t have to wait for someone to send it to me or follow up before I can get started. I can log into the room and see everything I need to see within a matter of seconds.”

Third, being a paperless and innovative brokerage has helped Coldwell Banker Elite attract and retain top talent. Rathbun explains, “a lot of our competitors don’t have Transaction Rooms because they are afraid to disrupt their agent’s workflow, but we took the time to teach them and train them and it really paid off!” DocuSign has been “so helpful when it comes to recruiting and retention of agents, and when we talk about being paperless that really gets their attention.”

Last, DocuSign has contributed to cost savings for Coldwell Banker Elite. They have completely eliminated costs associated with paper purchasing, copying and storage which has resulted in a 11% increase directly to their bottom line. Considering this “plus the more practical part of not having boxes and boxes of storage laying around,” DocuSign has been significant in improving office operations.



## About DocuSign

DocuSign offers transaction management services and is the NATIONAL ASSOCIATION OF REALTORS® Official and Exclusive provider of electronic signature services under the REALTOR Benefits® Program.

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