



NEWS RELEASE

## DocuSign Forms Real Estate Advisory Board

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SAN FRANCISCO, Aug. 3, 2016 /PRNewswire/ -- **Inman Connect 2016**– DocuSign announced today the formation of a Real Estate Advisory Board – a consortium of top industry leaders – who share a common vision of putting brokers and agents at the center of the transaction so that they can close more deals faster while delighting buyers and sellers alike. This is the largest industry initiative in DocuSign's history, empowering real estate brokers and agents to unlock the power of their data with the choice, trust, and speed of DocuSign **eSignature** and Digital Transaction Management.

"Yesterday's announcement of our '**lead to close strategy**' is focused on putting brokers and agents at the center of the transaction," said **Keith Krach**, chairman and CEO of DocuSign. "A critical component of that initiative is the formation of a real estate specific advisory board which replicates the principles of our global advisory board that has been so instrumental in shaping our company's direction."

DocuSign is announcing Real Estate Advisory Board members including:

- Rick Davidson, CEO of Century 21, a sub of Realogy
- Gino Blefari, CEO of Berkshire Hathaway HomeServices
- Rick Smith, CEO of Equifax
- Mike Ryan, EVP of RE/MAX
- Will Lewis, CEO of Dow Jones (News Corp)
- Joel Singer, CEO of California Association of Realtors & zipLogix
- Pam O'Connor, CEO of Leading Real Estate Companies of America
- Dale Ross, CEO of RPR
- Gary Simonsen, CEO of Canadian Real Estate Association

- Neil Ward, Agent at McGuire Real Estate
- Craig Cheatham, CEO of Realty Alliance
- Ed Krafchow, CEO of Better Homes & Gardens - Mason McDuffie Realty
- Constance Freedman - Former Managing Director of NAR; Managing Partner of Moderne Ventures
- Curtis Feeny - Board Member of CBRE
- Lew Coleman – Former Vice Chairman, CFO of Bank of America
- Jeff Hayzlett – Chairman of The C-Suite Network
- Kathleen Lynch, COO of UBS
- Jim Crown – Board Member of JPMorgan Chase

As a part of the **DocuSign Advisory Board**, these industry luminaries and thought leaders share business insights and feedback from their diverse backgrounds and experiences to help shape DocuSign's mission, strategy, products and services. They join others including Don Thompson, Former CEO of McDonalds; Rick Wagoner, Former CEO of General Motors; Bruce Chizen, Former CEO of Adobe; Jim Miller, VP of Worldwide Operations at Google; Andy Geisse, Former CEO of AT&T Business Solutions; and Jeff Epstein, Former CFO of Oracle, among others. Given real estate was the first industry to standardize on DocuSign, it's fitting that the latest individuals to join its Global Advisory Board are successful entrepreneurs and executives who continue the tradition of the company's deep ties to the real estate, property management and mortgage industries.

"As one of the leading global real estate franchise organizations, Century 21 has been perhaps one of the biggest beneficiaries of going digital with DocuSign," said Rick Davidson, CEO of Century 21. "DocuSign enables our affiliated brokers and agents the ability to deliver 100% digital transactions from anywhere around the world. No matter the time of day or location, DocuSign empowers our affiliated agents to deliver amazing client experiences. I look forward to further advancing the use of eSignature and DTM across our network as part of DocuSign's Advisory Board."

"From first time home buyers to high-end residential markets, DocuSign enables our agents out in the field to transact anywhere, anytime, and on any device thanks to their industry leading mobile applications," said Gino Blefari, CEO of Berkshire Hathaway HomeServices. "I'm thrilled to join the DocuSign Advisory Board to further enable digital disruption in the real estate market."

"Similar to DocuSign, at Remax our focus has always been centered on the needs of the agent," said Mike Ryan, EVP at RE/MAX. "If they have the tools and support they need to succeed, customers and Brokers/Owners will benefit as well. We are thrilled to join DocuSign's Advisory Board, and have a hand in helping the real estate industry go fully digital from listing to close."

"DocuSign has a long history of putting brokers and agents at the center of the real estate transaction so that they

can do the same for their clients," said Ed Krafchow, chairman and CEO of Better Homes and Gardens Mason-McDuffie Real Estate. "From the company's mobile-first product approach, to ensuring brokers and agents have complete control over the transaction, to its industry-leading data privacy practices that keep broker, agent and client information safe and secure, DocuSign is paving the way for the best transaction experiences in real estate."

"As the world's market leading independent residential network with more than 120,000 associates at more than 500 firms across more than 50 countries, Leading Real Estate Companies of the World has endorsed DocuSign for eSignature and transaction management," said Pam O'Connor, president & CEO, Leading Real Estate Companies of the World.

"Like all the other real estate agents around the world, DocuSign has changed my life," said Neal Ward, Agent at McGuire Real Estate, Top 17 Producer according to the Wall Street Journal. "My customers are now expecting to use DocuSign in every transaction – it has become a verb in the real estate community."

"Many of our members have standardized on DocuSign for eSignature and Digital Transaction Management to deliver the best experience in real estate so that our brokers and agents have complete control over the transaction and their clients' data, total visibility at every step of the process, and industry-leading ease of use to close deals whenever, wherever convenient," said Craig Cheatham, president and CEO, The Realty Alliance.

Organizations interested in making the digital transformation to make every approval, decision, workflow and signature fully digital may visit [www.docusign.com](http://www.docusign.com).

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