



NEWS RELEASE

RE/MAX to Standardize on DocuSign for Global Franchise Network

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CHICAGO, Aug. 16, 2016 /PRNewswire/ -- At its Broker/Owner conference here yesterday RE/MAX LLC, the global real estate franchisor, announced plans to standardize on DocuSign's **eSignature platform** and its **Transaction Rooms for Real Estate** solution for more than 100,000 broker and agent affiliates around the world.

The news sees RE/MAX adding another unique tool to boost productivity for its brokers and agents – one that will allow transactions to be 100% digital from the moment an agent receives a lead to the moment the deed is recorded.

It also comes close on the heels of DocuSign announcing it has **doubled down on its support of the real estate industry** – and launched its '**lead to close**' strategy to put brokers and agents at the center of the real estate transaction, so that they can do the same for their clients.

"We always strive to give our Affiliates the very best tools and resources to help grow their businesses and better serve their clients," explained Mike Ryan, executive vice president at RE/MAX.

"RE/MAX Affiliates are hungry for technologies that can efficiently manage the entire real estate transaction from offer to close, especially those with a tamper-proof electronic signature capability. DocuSign offers our members a solution that is easy to use, secure, scalable and seamless on multiple devices."

eSignature technology has become increasingly mainstream in real estate transactions in recent years, with the majority of professionals reporting they close digital deals faster as a result. The process for buyers and sellers is significantly streamlined by removing paper and wet signatures from the transaction.

DocuSign Transaction Rooms for Real Estate takes that paperless concept several steps further, and is gaining increasing traction in the industry as a result. It empowers brokers, agents, buyers, sellers and all other parties to collaborate on the entire real estate transaction in a secure, online room – including electronically signing purchase and sales, addendums, closing documents and other paperwork.

Against that backdrop, Ryan said RE/MAX chose DocuSign for how well its benefits align to RE/MAX's strategy.

"In addition to transaction management, DocuSign provides a mobile offering, global reach, and legal compliance in key markets and a reliable platform that's always available," he said. "Our worldwide network of brokers and agents also appreciates the fact that DocuSign ensures they own their data and maintain control over how it is used."

The deal also creates even more value for RE/MAX affiliates. DocuSign and RE/MAX are working together toward integrating DocuSign services with RE/MAX Mainstreet and LeadStreet, which will offer single sign-on capabilities and dramatically reduce the need for repetitive data entry.

For RE/MAX independent regions that use their own systems and opt into this program, similar integrations will be built. In addition, DocuSign has an extensive network of software vendors with which it has integrated its product in the real estate space – from RPR for managing property data, to zipLogix for forms, to the accounting package from **Lone Wolf Real Estate Technologies**, among many others.

"DocuSign is making its biggest investment in real estate to date to enable brokers and agents to process more than 12 million documents annually and close more than 2.5 million real estate transactions every year," said Georg Gerstenfeld, VP & GM of the real estate business at DocuSign.

"Today's announcement with RE/MAX solidifies an already-intense focus on the real estate industry. RE/MAX is a true leader in the industry here in North America and, indeed, around the world. We're looking forward to partnering with its franchised brokerages to empower them with DocuSign so that they can close deals faster and continually delight their clients."

For more information, visit www.remax.com and www.docusign.com/products/rooms.

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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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