

Martyn Gerrard Accelerates Lettings and Cuts Cost with DocuSign

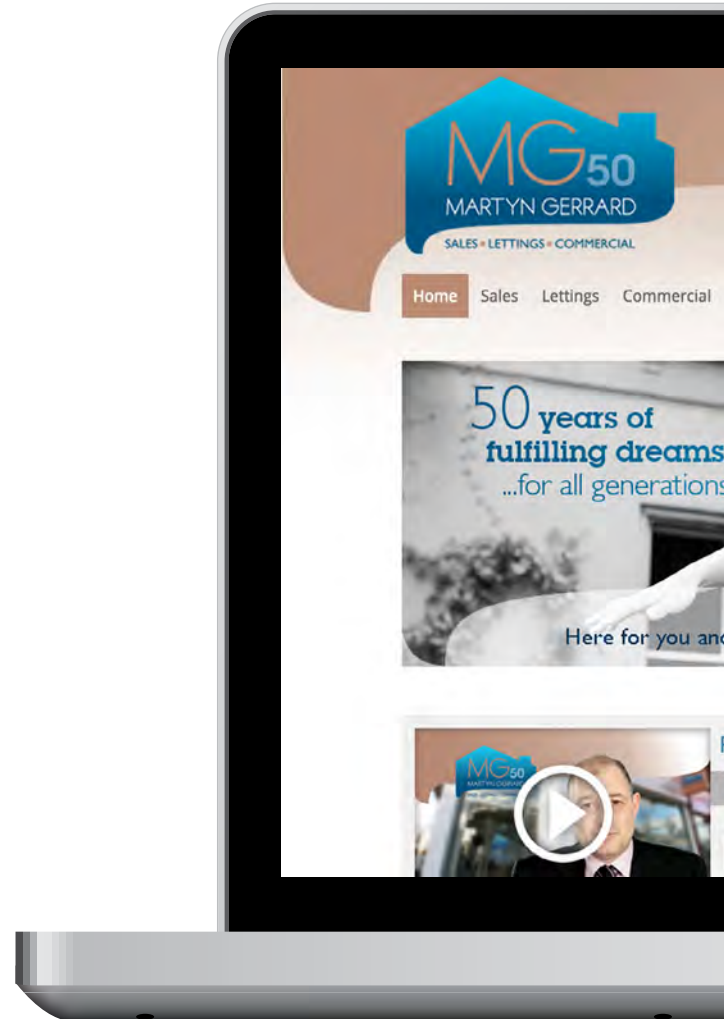
Saved £3,380 in postage in the last 12 months

Company's Top Objectives

Established in 1964, Martyn Gerrard is an award-winning, family run agent, letting and selling property firm in North and North West London. With 10 offices, they have grown to become one of the largest, most successful and well respected independent estate agents in the area. Martyn Gerrard implemented DocuSign to accelerate the speed of letting, save money and enhance the client experience.

Challenge

Similar to most letting agents in the UK, Martyn Gerrard were experiencing difficulties tracking, signing and getting documentation returned, such as tenancy agreements and contracts. The turnaround time for these ranged from a few days to a couple of weeks, which slowed the process and could often lead to disgruntled landlords and tenants or the property being taken by another tenant.



Top Benefits Achieved

- ✓ Accelerated the speed of letting.
- ✓ Saved £3,380 in postage in the last 12 months
- ✓ Enhanced client convenience.

The Resolution

Martyn Gerrard was looking for an electronic signature solution that was simple to understand as well as a product that saved them time and money. DocuSign was seen, as the unrivaled choice due ease of use, speed, innovation but most importantly, it was the market leader.

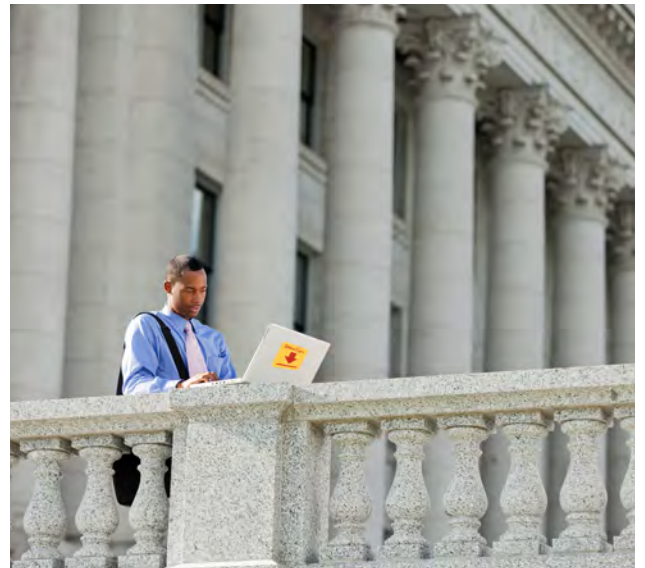
The Key Benefits

Since implementing DocuSign, Martin Gerrard has seen immediate results. In terms of cost, Martyn Gerrard has seen a saving of £3,380 in the last 12 months solely on postage costs. Martyn Gerrard estimates it has benefited from further savings on paper and other office supplies. In addition, their concern of having the relevant paperwork correctly signed, and returned in time, has now been completely negated by the introduction of DocuSign.

Greg Tsuman, Letting Director of Martyn Gerrard, voiced his delight in the product: "Tenants in particular have expressed their delight that they don't have to take time off work to come into sign agreements. This is especially true with students who may be coming from all over the country to study in London. With DocuSign, the process of getting signatures from the tenants and their guarantors has become a lot easier and instead of taking weeks can all be completed within the required time frame."

Martyn Gerrard has also found that their overseas landlords were much happier to sign tenancy agreements personally, using DocuSign rather than giving the agent the authority to sign on their behalf or to rely on an unpredictable postal service. This again meant that agreements could be exchanged in a couple of days--and often just a few hours--compared to weeks for paper documentation.

DocuSign has also given Martyn Gerrard the competitive edge and in at least five occasions; DocuSign has allowed Martyn Gerrard to beat a competitor to a successful let. This is due to the speed in which they were able to have all the necessary paperwork signed and returned compared to the previous method. While other agents are waiting signed terms from the landlord, Martyn Gerrard clients have received T & C's via DocuSign, and given a holding deposit, while other agents were still waiting for the return of the landlord's authority to proceed.



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Greg Tsuman,
Letting Director

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