

# Pace Property Professionals Increase Sales Productivity with DocuSign

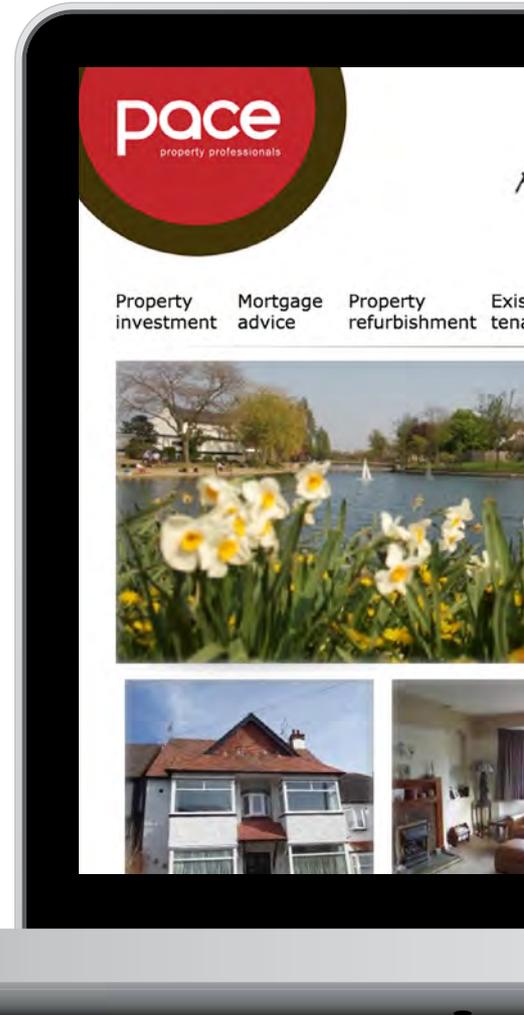
Online tenant sign up reduced by 1.5 hours

## Company's Top Objectives

Pace Plc is a family-run firm of estate agents, letting agents and property management specialists that offer a flexible, personalised service to customers across the areas of South East of England. The organisation provides a range of effective and reliable services for leaseholders and freeholders such as block management, and prides itself in providing the highest standards of individual care and service in all aspects of property management, sales and investment.

## Challenge

Pace is faced with the same fundamental issue that confronts all lettings and estate agents; there is a great deal of paperwork involved in getting a new tenant into a property. The longer this takes, the longer the property is empty, and this negatively affects income both for the letting agency and the property landlord.



## Top Benefits Achieved

- ✓ Online tenant sign up reduced by 1.5 hours
- ✓ Faster turnaround of documents that speeds up the sales cycle
- ✓ Enhance landlord experience
- ✓ Increased sales team productivity and reduction in overheads

In the instance of Pace, each tenant has to complete a new tenant sign up form. Tenants were regularly required to visit Pace's offices to complete this process, which would take up to 1.5 hours to complete. If the form was sent out through the post, it could easily take a week or so for it to be returned from the prospective tenants and when it was, there was a tendency for the form to be incomplete. The same issues applied to the multitude of other forms that are required for a tenancy, including references, standing order forms and inventories.

## The Resolution

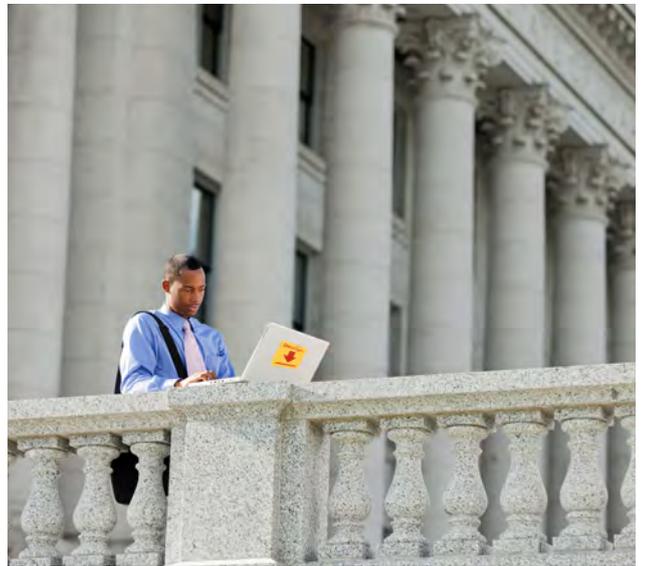
Pace was looking for a solution that would aid efficiency, in addition to the cost saving benefits that electronic signature could facilitate. Time is a valuable commodity at an independent letting agent such as Pace, so the aim was to free up staff time while processing tenancy's faster.

## The Key Benefits

Since implementing DocuSign, Pace has optimised a previously inefficient process. DocuSign also assists in speeding up the sales cycle, reducing overheads and has made the sales team's productivity levels increase significantly.

Another key benefactor for Pace was the customer acceptance, as Horwood explains, "Many clients are actually contacting us to say how much they like DocuSign. We can safely say they have accepted it without a glitch. For a couple of our landlords they did raise the question of legality, however with the excellent support of the DocuSign team and their experience with National Association of Realtors in the US we have allayed these fears quickly and easily."

Pace ultimately chose DocuSign due to the support that could be provided from one of its global offices – in this case, the team that based out of London. "When we looked at DocuSign's competitors they did not have a European office so we would have been relying on support from a time zone eight hours behind us. This was of critical importance to us," says Crystal Horwood, Managing Director at Pace. "In addition, DocuSign were able to provide us with a great deal of comfort over the security of our data.



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**Crystal Horwood,**  
Managing Director

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Digital Transaction Management®



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