



SignNow

Case Study – eSignatures

When Colliers needed a solution to help easily gather signatures on documents, they chose SignNow.

The Challenge: Collecting Signatures Directly From Marketing Emails

Colliers is one of the top commercial real estate firms, with three offices in South Florida. At their scale, collecting signatures from dozens of brokers relating to hundreds of properties is a complicated process. Each document consumes staff and broker time.

Colliers needed a solution that would be easy for them to manage, easy for their professionals to use, and that would improve their process of collecting broker signatures for properties.

They attempted to initiate eSigning previously with other vendors, but didn't find the right mix of affordability and ease of use. They decided to try again to solve their problems after finding SignNow.

“
SignNow has dramatically improved our business processes, saving us time and money.”

Crystal Proenza
Vice President of Marketing Colliers

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The Challenge: Collecting Signatures Directly From Marketing Emails

After review, Colliers selected SignNow's eSignature product as the best way for them to collect signatures. The pricing was much more affordable than the competition, and the product was simpler to use for everyone. "We really wanted to start eSigning, but just couldn't find the right solution until we found SignNow," said Crystal Proenza, Vice President of Marketing. The team created a simple link to sign, which they were able to distribute to potential signers with a marketing email, using their own tools. When a broker is interested in a property, they easily click, sign, and complete a form in seconds. As brokers complete the forms, the Colliers team can monitor and respond appropriately.

This has allowed them to dramatically improve turnaround time and efficiency of gathering signed forms. "SignNow has saved us time, money, and paper delivering a really fast ROI," said Ms. Proenza.

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