Transaction Data

The Next Frontier for Data Management in the Real Estate Industry.
Aida Bryce
Sr. Director Product Management

Aida Bryce is the Senior Director of Product Management at DocuSign, where she leads the company’s Global Real Estate product team. In this role, she’s responsible for defining the Company’s product strategy for the Real Estate industry and setting its product roadmap.
DATA MAKES THE WORLD GO ROUND
CAPTURE \rightarrow MANAGE \rightarrow GAIN VALUE
SO WHAT’S THE CONNECTION?
REAL ESTATE REVOLVES AROUND VAST AMOUNTS OF DATA
FIND the BUSINESS

CLOSE the BUSINESS
Why should I care?
**Speed**

- Average: 8 days
- Best in class: 0.4 days
- Improvement: +95%

**Net Promoter**

- Average: -3 pts
- Best in class: 56 pts
- Improvement: +59

**Cost/Transaction**

- Average: -38%
- Best in class: 0%

**Compliance**

- Average: 70%
- Best in class: 98%
- Improvement: +28%
eClosing
Why is this so hard?
“Find the Business”
Connecting buyers and sellers through agents
[Marketing & Sales]

Portals
Broker / Agent Websites
MLS’s

Broker / Agent tools
CRM
Lead Gen
Open House Mgmt
Showing Mgmt

“Close the Business”
Contract to Closing
[Operational]

Brokerage
Forms
eSignatures
Documents
Reporting
Transaction Management
Compliance
Collaboration

Mortgage
Loan Origination System

Title
Title and Closing System

Inventory your data
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Last updated on October 4th, 2015.

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Accountability to standards
DATA MAKES THE WORLD GO AROUND
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