

Keller Williams Welcomes DocuSign to the Keller Cloud

AUSTIN, TEXAS July 17, 2019 — [Keller Williams \(KW\)](#), the world's largest real estate technology franchise by agent count and the U.S. leader in units and sales volume, announces a partnership with [DocuSign](#), which offers the world's No.1 e-signature solution as part of the DocuSign Agreement Cloud, to fuel a more powerful agent-centric and insight-driven consumer experience surrounding the real estate transaction.

"We're proud to be partnering with DocuSign, a trusted leader and innovator in the space of digital agreements," said Neil Dholakia, KW's chief product officer. "The integration of DocuSign's Rooms for Real Estate into the Keller Cloud is a significant step for us as we continue building an end-to-end platform for our agents, who in turn will create a world-class experience for consumers."

Through the partnership, KW will integrate the capabilities of DocuSign's Rooms for Real Estate platform into Command, a smart CRM-plus suite of apps hosted on the Keller Cloud.

Delivered via Command, the outcome of the new relationship is a secure, paperless signature capability with automated forms and a digital transaction management process for real estate agents, teams and offices to save time and money by reducing data entry and effort for agents.

"Keller Williams is truly a leader in real estate technology, and we are excited to be working together to help agents run their businesses more efficiently," said Georg Gerstenfeld, DocuSign's vice president and general manager of Global Real Estate Solutions. "This partnership reinforces our mutual belief in innovating with technology to empower agents to deliver superior service for buyers and sellers. And it's just the beginning."

The data generated from these transaction management activities is owned by KW agents and used as a competitive advantage for them. The integration will be in place by the end of Q3 '19.

"With this move, we're also gaining visibility into all the interactions surrounding agreements," said Dholakia.

Previously, the transaction data was siloed, which didn't allow KW's artificial intelligence layer inside the Keller Cloud to mine it for agents to be more informed fiduciaries for clients.

"Down the road, empowered through our AI, when an agent is writing an offer, they will know at the start, based on real-time data, whether or not an offer has a high or low probability of acceptance," said Dholakia. "They can then talk to their client and suggest tweaks to make the offer more compelling."

About the Keller Cloud Innovator Program

Through the Keller Cloud Innovator Program ("KCIP"), KW collaborates with leading technology companies, such as DocuSign, to enhance the operations of real estate businesses via the Keller Cloud, a proprietary, AI-fueled real estate cloud for Keller Williams agents.

Using a Keller Cloud application programming interface, or API, available for outside technology developers, KCIP enables the integration of additional top technology tools within an agent's Keller Cloud solutions.

Through benefits resulting from the KCIP, KW agents can now further customize Command. In February

2019, KW made Command available for all associates. Command now has 61,012 active users as of July 10, up 47.0% since March 31, the end of Q1' 19.

More information on the Keller Cloud Innovator Program is available at go.kw.com/innovators.

About Keller Williams

Austin, Texas-based Keller Williams, the world's largest real estate technology franchise by agent count, has more than 1,030 offices and 180,000 associates. The franchise is also No. 1 in units and sales volume in the United States.

In 2019, Fast Company named Keller Williams the No. 1 "Most Innovative Company" in real estate. In 2015, KW began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer.

Since 1983, the company has cultivated an agent-centric, technology-driven and education-based culture that rewards agents as stakeholders. For more information, visit kw.com.

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

For more information, visit www.docusign.com or call +1-877-720-2040.