NEWS RELEASE

Digital Disruption Showcased at Real Estate Connect NYC

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DocuSign Blog Covers the Key Influencers Redefining Real Estate by Going Fully Digital

SAN FRANCISCO – January 28, 2015 – In the midst of Real Estate Connect NYC, the DocuSign, Inc. (DocuSign®) Blog is covering every disruptive angle by showcasing impactful stories from innovative REALTORS® who are redefining the home buying and selling experience. These REALTORS® are uniquely and successfully leveraging digital and mobile platforms to close more deals faster, lower costs, and create a faster, easier, more convenient and secure experience for their clients.

Notable Highlights

- Learn from leading REALTORS® who've successfully built digital businesses and online client communities like Raj Qsar of the Boutique Real Estate Group.
- Read unique tips and best practices on how to nurture client engagement and convert leads in home sales.
- Find out how Digital Transaction Management platforms help real estate agents and brokers achieve enhanced ROI, stronger brand reputation in the marketplace, and increased security and compliance for firm and client.

In a recent blog post – How REALTORS® Can Raise Their Bar with Digital Tools – Raj Qsar, Owner and Principal at The Boutique Real Estate Group, unveiled his businesses' personal best practices for leveraging digital platforms, such as DocuSign Transaction Rooms, that delight clients by having all real estate-related documents requiring signature in one secure place.

“Your schedule probably redefines busy, so why sleuth around for the answers? Just come to me for the digital dirt and I’ll set you up with the wisdom and guide you to the tools that actually ramp your business Cloud-bound (i.e. skyrocketing success in all matters ROI and keeping your clients and employees delighted).”

Read the full article here: **https://www.docusign.com/blog/how-realtors-can-raise-their-bar-with-digital-tools** and watch a video about how The Boutique Real Estate Group has gone fully digital, **https://www.youtube.com/watch?v=5ixonU1R9X8&feature=youtu.be**

To share insights on your digital approach to Real Estate on the DocuSign blog, please contact Farah Ahmed at ****.

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About DocuSign, Inc.
DocuSign® is The Global Standard for Digital Transaction Management®. Global enterprises, business departments, individual professionals, and consumers have standardized on DocuSign, with more than 40,000 new users joining the DocuSign Global Network every day. Today, that network includes millions of users in 188 countries. DocuSign's DTM platform supports legally compliant electronic and digital signature processes tailored to meet requirements globally with localization in 43 languages. Companies and individuals DocuSign to accelerate transaction times to increase speed to results, reduce costs, increase security and compliance, and delight customers across nearly every industry – from financial services, insurance, technology, healthcare, manufacturing, communications, real estate, retail, and consumer goods to higher education, non-profit and others – as well as every business department, including sales, finance, operations, procurement, HR/staffing, legal, and customer support. For more information, visit **www.docusign.com** or call 877.720.2040. Visit the DocuSign blog

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