ShareFile™

Real estate guide for selecting document workflow technology

Learn the essential software features that drive growth and differentiate your firm

According to industry analyses, the real estate industry remains cautious about 2024. On the residential side, more people are looking for rentals as high prices and low availability put homeownership further out of reach. The commercial side is also navigating a period of realignment. While the industrial and retail sectors show promise, the office sector faces headwinds with the normalization of hybrid work.

As real estate companies and agents balance uncertainties and opportunities, how can they find a competitive edge?

Tech advancements emerging in the real estate industry are changing the recipe for success. **Today, tools that enhance efficiency and client experiences offer agents new competitive advantages.** Agents can close deals faster with features that centralize documents, automate workflows, and collect signatures.

The goal of this resource is to help you find the best SaaS that will increase your productivity and deliver better client service. In the following pages, we'll identify the features that will support your real estate workflows and align with your goals. More importantly, you'll be able to effectively compare SaaS products and confidently make your final selection.

Key SaaS capabilities to support faster closings

The steps leading up to a closing tend to be document-heavy and manual-intensive. In addition to processing volumes of files, agents must give their clients updates at a moment's notice. Based on these characteristics, the ideal SaaS tool should:

1. **Create frictionless client experiences and streamline service delivery.** Seamless experiences build trust with clients and make them feel comfortable working with you and recommending you.

2. **Fast-track internal approvals, administrative tasks, and document management.** This way, you're prepared to move quickly when you encounter motivated buyers or new property opportunities.

3. **Support compliance and protect data that you exchange.** Not only does a strong security stance build trust with clients, but it also prevents you from having to add more security steps to existing processes.

Create frictionless client experiences and streamline service delivery

Relationships are at the heart of real estate, so creating seamless experiences for clients can have a big impact on your close rate. By nature, real estate is a document–heavy industry. You need a solution that makes reading, signing, and submitting files a simple task for clients.

Your SaaS tool also needs to improve your service delivery workflows. Automation, for example, helps you with quicker turnarounds to the processes leading up to close—like onboarding, due diligence, and internal approvals. The right solution not only makes your service delivery seamless, but also gives you more time for high–value activities that will create impact.

Look for a solution that provides:

Templated documents with auto–fill
Create templates for your most common documents and integrate client data for more speed and accuracy

Integrated e–signature
Capture legally binding e–signatures across devices to close transactions faster

Digital document list requests
Simplify the process of gathering important documents by centralizing the request list, the status of each document, and final files in the same environment that's accessible to clients and your company

Client portals
Give clients one easy–to–navigate environment to centralize essentials like message exchanges, document list requests, signed files, and more

Fast-track approvals, tasks, and document management

Every realtor's goal is to try and shorten the timeline to close while buyers are motivated. To do that, file organization is key. From researching a property to compiling all the listing details, you want to be able to quickly find specific documents at any given moment.

It's essential to find a tool that will help you create, edit, share, and store files. The best tools merge document management with workflow automation in one solution, eliminating the need to switch platforms to complete processes.

Centralized document management with real-time editing gives everyone a single source of truth. When information and the latest file versions are at your fingertips, it can help clients make smarter decisions faster.

Look for a solution that provides:

Data-backed automation – Work proactively and anticipate needs faster with automation powered by client data, machine learning, and AI

Co-editing – Create or update contracts and forms quickly with live editing, plus use version history to track updates

Centralized document management – Work from a single source of truth to give accurate updates that help clients make decisions faster

Approval workflows – Streamline internal due diligence with automated workflows that let you send reminders and give real-time feedback

Support compliance and protect data

For real estate agencies, data protection is essential for safeguarding sensitive financial and personal information from data breaches.

But strong security is only half the battle. Security features also have to be seamless so they don't slow down productivity. And, they must be accessible in order to be useful to users.

The key is to find a solution that can balance robust security with user–friendliness.

Look for a solution that provides:

Permission–based access – Create document links with customizable permissions so you can control and monitor file access

Threat detection alerts – When a potential threat is detected, receive notifications along with suggested steps to remediate the risk

Email and file encryption – Protect content in transit or at rest no matter if you're exchanging files through a SaaS product or your favorite email platform

Use technology to your advantage

We know that commercial and residential real estate is undergoing a period of change. Realtors need to move faster and deliver personalized client experiences but with the same number of resources.

The good news is that you can keep up with those changes with the help of technology. Whether you're in the market for a new SaaS tool or want to replace your current one, use this guide to help you find a tool that will help you where it counts most.

About ShareFile

We understand that your day-to-day is filled with documents, approvals, client exchanges, and signatures. That's why ShareFile was designed to complete all these to-do's in one secure solution. Explore our workflow automation, simple document management, and other efficiencies that will give you a competitive advantage. **Learn more at ShareFile.com**.

Your path to smoother closings and satisfied clients

Today's real estate landscape demands tech-savvy tools that elevate agent efficiency and client experiences. ShareFile does just that, incorporating document management, automated workflows, integrated e-signatures, and robust compliance features, all in one secure solution. And because the platform is built for realtors, you have everything you need to fast-track closings, protect data, and build unshakable trust with your buyers and sellers.

Discover how ShareFile can give your agents a competitive advantage at **ShareFile.com**.

About ShareFile

ShareFile, a business unit of Cloud Software Group, helps you deliver a modern client experience with collaboration and workflow technology that is secure, easy to use, and made to fit your organization. Designed with highly regulated industries in mind, ShareFile offers a secure, digital solution to simplify workflows and improve collaboration. ShareFile works with your existing technologies, and gives you added visibility, speed, and efficiency without having to sacrifice security. Learn more at **ShareFile.com.**