



JLL helps turn properties into homes.

Real estate company delivers a faster and better customer experience by using Adobe Sign to connect clients around the world.



"Adobe Sign is incredibly easy to use, helping administrators process paperwork associated with properties faster to get tenants moved in quickly."

Cheryl Fulcher, Office Manager, JLL

SOLUTION

Adobe Document Cloud
• Adobe Sign

RESULTS

2x
FASTER

FAST PROCESS

Reduced average signing time from two weeks to less than a week, enabling JLL to offer faster move-in times to tenants



HIGH PRODUCTIVITY

Reduced administrator time by 20% managing peak workloads, without outside assistance



GLOBAL COMPLIANCE

Enhanced legal compliance with tracking and electronic documents for the auditing process



REAPIT INTEGRATION

Planned integration allows the team to manage signature workflows directly through the Reapit interface

JLL

Established: 1783; most recent merger was 1999, between Jones Lang Wootton and LaSalle Partners

Employees: More than 58,100 Worldwide
www.jll.com

CHALLENGES

- Complete signed paperwork with clients living across the UK and abroad
- Obtain accurate information on agreements in a timely fashion
- Reduce paper usage in line with company's sustainability efforts

“Using Adobe Sign is much easier for customers, who no longer need to print, sign, and scan lengthy documents. Sales or rental contracts that once took two weeks are now getting returned in less than a week.”

Cheryl Fulcher, Office Manager, JLL

Working together to create value in real estate

With 230 corporate offices in more than 80 countries, JLL delivers real estate services grounded in a deep understanding of real estate markets. Investors, developers, and tenants alike can rely on JLL's commitment to service and value. For JLL's offices serving residential properties in the United Kingdom, agents work hard to deliver excellent communication and fast service while meeting legal requirements.

“Many residential developments are owned by investors or developers from abroad,” explains Cheryl Fulcher, Office Manager at JLL. “We want to fill property vacancies quickly and get tenants moved in as soon as possible, but it could be difficult to get all of the paperwork signed in a timely manner.”

Obtaining signatures on the many documents—including sales agreements, terms of business, tenancy agreements, and contracts—associated with listing, buying, or renting a residence could take weeks, especially for overseas clients. JLL decided to implement an electronic signature solution that could eliminate paperwork delays and accelerate getting signed paperwork for properties around the world.

Cheryl Fulcher notes, “Adobe Sign is incredibly easy to use, helping administrators process paperwork associated with properties faster to get tenants moved in quickly.”

Fast and flexible workflows

With Adobe Sign, an Adobe Document Cloud solution, administrators can send documents for signature anywhere in the world. People can access and sign documents from any computer, tablet, or mobile device. This is particularly good for reaching one of the company's target markets, younger tenants, as they almost always have smartphones on them at all times. When multiple signatures are needed on documents, such as situations with a guarantor or more than one tenant, administrators can plan for concurrent signatures or automatically forward documents along a pre-planned workflow to swiftly get all required signatures.

“Using Adobe Sign is much easier for customers, who no longer need to print, sign, and scan lengthy documents,” says Cheryl Fulcher. “Sales or rental contracts that once took two weeks are now getting returned in less than a week. With a faster turnaround, we can deliver better service to our tenants.”

Switching to electronic documents also eliminates printing and paper waste, which fits into JLL's commitment to sustainable and green practices. “Contracts can be up to 16 pages long, and we send about three to four thousand per month, so we're saving many trees. It's a nice byproduct of the more productive workflow,” notes Cheryl Fulcher.

“Through Adobe Sign, we have clear electronic archives that contain all of the audit information in one spot. We no longer have to store and hunt through paper files, which helps our audits move much smoother.”

Cheryl Fulcher, Office Manager, JLL

Complying with legal regulations

When marketing or renting a property, JLL must follow several legal guidelines and requirements. Adobe Sign makes it much easier to maintain compliance, with customizable templates useful in standardizing contracts and agreements. Automated tracking gives administrators more control over a document, providing insight into when the document has been looked at or signed. Not only does this information contribute to faster turnaround times by helping property administrators spot delays quickly, but the tracking information is also saved with signatures to provide a clear audit record.

“We conduct yearly audits, and we must also be prepared for external auditors,” says Cheryl Fulcher. “Through Adobe Sign, we have clear electronic archives that contain all of the audit information in one spot. We no longer need to store and hunt through paper files, which helps our audits move much smoother.”

Another advantage to using Adobe Sign is the improved quality of information on contracts and agreements. Signers cannot submit an electronic signature until all required information has been filled in. This means that administrators no longer have to spend time tracking down missing information, giving them 20% more time to spend updating websites with accurate information about active properties or clients.

“The number of agreements we process can range from 2,000 to as high as 6,000 per month depending on the time of year. With the productivity gained through Adobe Sign, administrators can handle all of their workflows, even during peak periods, without needing to pull in additional assistance from other departments,” adds Cheryl Fulcher.

Integration with Reapit

Although JLL has already seen tremendous productivity benefits from Adobe Sign, the company is expecting even faster service after integrating with the estate agency software, Reapit. “Integration with Reapit was a must for us, and Adobe Sign was the only solution we found that smoothly integrated with the software,” says Cheryl Fulcher.

Once integrated, administrators will be able to pull information directly from Reapit records, leading to faster and more accurate development of contracts and agreements. Administrators also will be able to use Adobe Sign through the Reapit interface for even simpler workflows.

Already, the success with Adobe Sign in the residential offices has led to its adoption in other departments, including Client Services, Evaluations, New Homes, and Property Management. Cheryl Fulcher says, “I hear nothing but positive comments because people are getting the documents they need completed and signed quickly. Adobe Sign is a fantastic addition to our real estate contracting workflow.”

SOLUTION AT A GLANCE

- Adobe Document Cloud
 - Adobe Sign
- Adobe Digital Publishing Solution (now part of Adobe Experience Manager Mobile)

Going beyond with Adobe solutions

JLL continues to partner with Adobe, using various solutions across various offices. To address changes in client behavior, such as increased use of mobile and tablet devices, JLL's National Retail Investments team chose Adobe Digital Publishing Suite (now part of Adobe Experience Manager Mobile) to enhance its ability to distribute expertly created content via channels that meet client requirements via an app.

JLL created an app that acts as a one-stop-shop for investors and owners of shopping centers. Users have control of the content they wish to see and clients are comfortable knowing their confidentiality is never compromised. The Adobe solution gave JLL's existing mobile-friendly website an even greater competitive edge by developing an extended content platform. As a result of using the built-in analytics for the past two years, JLL has increased client engagement and produced better quality content, helping JLL differentiate itself from competitors.

JLL will be updating the mobile app to take advantage of new features available. With a core group of clients accessing the app regularly, a more dynamic storefront will allow JLL to better engage users with fresh content—adding significant value to the decision making process for investors of shopping centers.

Read the story to learn more about JLL's mobile app.

For more information

www.adobe.com/go/dc-enterprise



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