Clareity

2012

Real Estate Document Management in 2012

Contents

Introduction

Clareity Consulting has always been of the opinion that online transaction management – especially document management – has been a critical technology for the real estate profession. Many groups have talked about improving the arcane and complicated nature of the real estate transaction – they look at complicated diagrams and ask, "How do we simplify this?" – but in many respects the transaction is as complex as it has to be, and the best way to simplify it is by getting rid of all of the duplicate data entry and many of the steps required to move documents and get approvals – and that all comes back to online transaction management and document management, and the long path it has taken toward adoption.

In 1996 Data Track Systems launched a system designed to handle forms, documents and electronic signatures,   announcing in a press release that, "The time necessary to arrange a mortgage and sign closing papers for a home purchase will eventually shrink from a month to a few days. Their complete, end-to-end solution will use Microsoft technology to connect brokers, banks, appraisers and insurers in the first secure electronic data interchange (EDI) transaction network over both the Internet and online connections. The network will be operational in the first quarter of 1997." But we're still not there yet.

In 2003 (http://www.callclareity.com/2003-tmp.cfm) and in research since that time, Clareity has continued to revisit the subject of online transaction management programs (TMP). Providing perspective for Clareity's 2003 paper, Gilbert Barnes said, "The number one lesson learned, that I missed early on, is the need for an easy to use, simple environment. These systems were too complex." As Clareity concluded at the time, "It is worth considering that Digital Document Management (DDM) might have been, or still may be, a logical stepping-stone to successful online transaction management … a detailed case study may one day reveal that the TMP 'dot com revolutionaries' failed because they rushed to create the grand solution without taking the evolutionary path through DDM." Such calls for a step by step approach to TMP has been echoed by other industry pundits in recent years – nine years later Clareity's advice is still good.

Starting a few years ago, some of the companies that had been offering full transaction management systems started offering document management separately and, fast forwarding to 2012, a number of new companies have started focusing only on document management and electronic signatures. As one solution provider put it, "Transaction Management has become a dirty word." The interesting thing is just how different the offerings are. Clareity was inspired to produce this paper not only because of the profusion of new offerings, but also because Realtors® are being bombarded with messages about using consumer-grade cloud-based tools such as Dropbox to store and collaborate on documents – tools which may not meet industry and legal requirements. It's important that Realtors® understand and use one of the many professional grade tools available, and knowledge of the competitive marketplace is a starting point for selecting the right tool.

This paper examines the real estate document management space in 2012, how the solutions providers and their products are differentiated, ongoing challenges to success of the category, and opinions from providers on where document management is heading.

Solutions Providers Summary

This paper focuses on seven solutions providers, ordered below and throughout the rest of the report based on self-reported platform adoption statistics, which Clareity defines as the number of transactions (not individual forms or documents) completed using the platform during the previous calendar year.

1. **Instanet Solutions -** Instanet Solutions is the current market leader in the category, and offers a well-integrated set of solutions including a forms product, DocBox, which provides easy document management with eSignatures, and TransactionDesk which extends the platform to manage the transaction flow. The end-to-end integrated solution, available as individual modules in whatever combination the customer wants, is part of what makes this company one of the market leaders. A number of MLSs integrate this platform to provide a transaction collaboration platform for subscribers, with the MLS populating transactions with listing information to improve ease of use and providing Single Sign-On as an additional convenience.

2. **PropertyInfo Corporation -** PropertyInfo Corporation is part of Stewart Title, and has leveraged that relationship to become one of the leaders in the document management space. The SureClose product does not include a forms product, but rather it integrates with leading forms packages. Third party fax and eSignature capabilities are also available via integrations. SureClose has robust transaction management capabilities. While the product currently has more limited mobile capabilities than competitors, it promises that "native" apps will soon be released. MLS data integration is possible, to reduce duplicate entry.

3. **zipLogix -** zipLogix offers all of the components of an end-to-end solution, including forms in its market-leading ZipForm product, as well as document management with eSignatures and Transaction Management in the Relay product. This platform can import listing data from the MLS for convenience and has one of the more robust mobile solutions.

4. **CoreLogic -** TransactionManager offers a very robust document and transaction management platform, which has been integrated at a number of large MLSs to provide a collaboration platform for real estate professionals. This is not a forms solution, mobile solutions are not yet as robust as some of the others, and the company should provide electronic signatures and encrypt personal data in both transit and storage. Regardless, with almost a quarter million transactions processed in 2011, this is one of the leading systems.

5. **Real Estate Digital** – Real Estate Digital (RED) is a one-year old company spun off from Lender Processing Services (LPS). RED's document management platform has evolved over ten years and offers robust forms, document and transaction management platforms – FormsCentral, DocCentral, and TransactionPoint – with DocuSign integrated for eSignatures. Currently, users cannot sign documents on mobile devices and alerting features could be improved – but this is still a solid offering.

6. **DotLoop** - One of the newer companies to enter the space, DotLoop provides a solution focused on document management and much less on transaction management. The DotLoop concept is that those involved in the transaction are invited to a "loop" where they can access, edit, and sign documents in a single place online - rather than passing around documents and potentially creating problems with different document versions.

7. **Cartavi** - The newest of the entrants into the space, Cartavi, is focused on creating easy to use document management software. Cartavi does not provide any forms, transaction management, or more general management functionality. The company was also not forthcoming with answers pertaining to company stability and success, and has not undergone a security audit – but the company is just a one year old startup. Cartavi just partnered with its first MLS this week. The solution does include electronic signatures and provides iPad & Android support, both as native apps.

Following is an excerpt of each provider's <u>own</u> summary of their company position:

1. **Instanet Solutions -** Instanet Solutions offers a feature rich, complete end-to-end solution for managing real estate transactions. That platform includes online forms, document management with electronic signatures, transaction management and internet faxing modules. The modules are available individually or in any combination. This single platform approach is what makes the Instanet Solutions different from most other solutions. For example, forms that are created in InstanetForms and then signed with Authentisign are automatically stored in the document section of the same transaction file in which they were created, powered by DocBox. While the seamless end to end solution is right for many customers, some simply want to use with the document management module, DocBox, with another existing solution. For brokerages, the document management module includes a very robust component called the Broker File Manager that enables companies to track and manage all of their transaction files online. Additionally, Instanet Solutions offers a number of important and useful integrations with systems such as MLSs, broker back office solutions and tax data systems. All Instanet Solutions offerings can be accessed using a PC, MAC, tablet or smartphone.

2. **PropertyInfo Corporation -** SureClose really offers a full spectrum on document management from contract through closing for both real estate brokers and real estate professionals. We offer Broker-Centric Document Management, not just a storage system. SureClose enables agent to submit documents to broker electronically and efficiently; allows agent to share document with selected parties through both web access and mobile applications; provides real estate brokers with a tool to review and audit documents within transaction files; allows broker to communicate effectively with agent regarding missing or incomplete documents, and provides automated reminders for missing documents and automated notifications when key documents are received.

3. **zipLogix -** zipLogix is 100% REALTOR® owned technology company and as such, all of its applications are REALTOR® driven. Our solution is a suite of products that allow the end-user to pick and choose which application/component best fits their needs. The components provide the user the ability to fill out forms via their computer or the Mobile Web Edition. They may also chose between a robust Transaction Management System (Relay) or manage their documents in zipVault®. From a signing standpoint, they may choose to use zipLogix Digital Ink, TouchSign through our Mobile Web Edition or DocuSign for Signatures. Executed agreements may then be stored in zipVault to meet the legal storage requirements for their state.

4. **CoreLogic -** Our flexible solution has been in production for more than eleven years and has evolved into a dependable, stable technology that has been refined to meet the needs of its broad user base of Brokers, Agents, Multiple Listing Services and Associations. We offer our customers exceptional software coupled with superior customer service backed by the resources of a Fortune 500 company.

5. **Real Estate Digital** - With over 10 years' experience with document and transaction management platforms, RED offers solutions that provide a true transaction management solution including collaboration, workflow, ordering of services, document management and compliance monitoring features fully integrated with CRM, esignature and broker back office systems. Collectively these provide an enterprise solution for Brokers and Agents to fully automate their document storage and transaction management requirements.

6. **DotLoop** - There are several functionalities and features that separate dotloop from any other transaction platform available, but the document-sharing portion is the most unique. Users invite people into a loop to share, sign and edit documents rather than sending documents out to all necessary parties. All information relevant to that deal is tracked, logged and accessible in real time. This functionality creates the ability to collaborate from one, 100% online location, without the need to print out documents for sharing or signatures. Broker-centric tools called dashboards help manage transactions, complete compliance reviews and store and access all data associated with each document, form and individual within a given loop on the dotloop platform.

7. **Cartavi** - Cartavi is a cloud-based, document management platform designed specifically for the real estate industry. It provides real estate professionals with a simple, yet secure way to manage documents – including those supporting their transactions. With Cartavi, real estate professionals can manage, share, electronically sign and archive documents while at their desk or on the go. With Cartavi, real estate professionals don't have to choose between being paperless or mobile – they can be both.

> *An extensive checklist of information*
> *about each company and*
> *the features available in each system*
> *is included in the Appendix to this report.*

Challenges to Document Management Success

Each of the providers had a somewhat different perspective about the challenges to document management success, but the most common issue mentioned was the fear of change, and the ease of sticking with the old way of doing things – especially since getting started with document and transaction management may not seem easy to the end users and the value perception is not always immediately clear. To overcome this, it is crucial that the long-term benefits - time and money savings – must be clearly communicated and that appropriate education is put in place to support system use. The second most commonly mentioned issue is that of "ease of use" – of course, the most integrated system providers point to good integration as the key to success, while less well-integrated system providers focus on the need for a great interface more generally. Some providers believe that the perception challenges and barriers for document management are decreasing, or have already gone away.

Regardless, there is not much argument that providing an easy to use, well-integrated system is important, and that overcoming the initial resistance to change though rigorous communications and education is critical to a successful technology deployment.

Details of each solutions provider response on this subject follow:

Steve Mapes of Instanet Solutions says, "The biggest barrier to adoption has been the effort it requires to get documents into a system. Using multiple systems (e.g., online forms, document management and electronic signature) often raises the level of effort it takes to get documents into a system. Giving users and companies fully integrated systems helps remove that barrier. Making it easier for users to get documents can be achieved in a few ways. As mentioned above, automatically routing electronically signed documents into an online transaction file is a big help. Giving users the ability to load files in ways other than a traditional 'upload' method also helps. Some examples are fax-in, virtually print-in, email-in, etc. Though many people are getting used to how they manage documents, the challenge of someone scanning 10 documents into a PDF and then someone else having to 'slice and dice' that document remains. Whether it is within a system or done with external software, this remains a challenge for many. The tools are there but the systemization of the use of that is not. Changing habits is often the biggest hurdle in a technology implementation. At this point, with fairly mature systems that have solved many of the day to day, the biggest hurdle remains habit and perception."

Carl Espy of Property Info says, "We really see two barriers to the adoption of document management systems: fear of change and lack of trust in technology providers. The fear of change will be overcome over time and with consumer demand. As consumers begin to seek transparency in the real estate process and to become more involved, brokers and agents will be driven to adopt only systems to provide a better level of customer service for the changing needs of today's homebuyer and seller. As for the lack of trust in providers, reliable and secure document management system providers will need

to hang in for the duration to establish a proven track record of security and reliability as small start-up type companies fall away due to lack of service, unreliability of product or instability of infrastructure."

Wendy Waldrep of zipLogix says, "There is a distinct difference between Document Management and Transaction Management.   Document Management is seen as a component of Transaction Management.   There does not seem to be a barrier to entry on the Document Management component as there is on the Transaction Management side.   Document Management allows the end-user to bring in essential documents to the transaction without the extra steps of setting up workflow, activities and checklist. It is a powerful component on its own and is readily picking up usage as a means of being compliant with the state guidelines for storage of transactions."

Betsy Hitchcock of CoreLogic says, "Common barriers include: * Resistance to change from existing process (I have always done this way, why should I change Now?). * Mistrust of "paperless" online system (Where are document stored? Are they safe?). * Products deemed "Not easy to use" (It is easier to use my paper files). * Products Not accessible/integrated with the MLS system as well core systems used by real estate professionals on a daily basis (Why can't I access the system from my MLS system since that is where I spend most of my time?). * Product does not provide immediate timesaving benefits (This new process takes too much time, it is quicker to use my paper files). How to overcome objections & barriers: * Provide easy to learn and use software that is integrated with the MLS and other core systems * Make sure the product saves the user TIME and MONEY – the biggest pain points for real estate professionals and their support staff * Products must be flexible enough to accommodate the causal user (an agent who simply wants a safe, secure place to store documents) and the advanced user (a transaction coordinator that is managing numerous files on a daily basis) * Provide easily accessible training materials, webinars, etc. - make it easy for the users to learn at their own pace."

Prem Luthra of Real Estate Digital says, "RED believes that barriers to document management adoption are decreasing, especially as agents become more mobile and seek access to pertinent documents and status, anywhere, anytime. In addition, brokers see the need to increase their efficiency while minimizing business risks and are looking for ways to eliminate paper documents as long as there is a comprehensive audit and compliance mechanism which they can access to review the transaction at any time. Some barriers still exist and include the shift from paper-related cost elements (copying, scanning, delivering, storage, etc.) to the time and cost to implement an automated and paperless solution. Often the value proposition of moving to a paperless solution is unclear, but this too is diminishing as various means to distribute the workload or develop a profit center for transaction coordination is becoming the norm."

Alex Allison of DotLoop says, "The biggest difficulty in document management adoption is the industry's general reluctance to change. Technology has been so inefficient for so long that it's become the norm; agents and brokers are yet to realize the level of efficiency they can reach through effective technology. Awareness of the availability of more effective technology is key, but change management will be necessary to drive people to act. Technology innovators like dotloop need to drive the adoption by creating strategic implementation plans to remove the barriers to entry for the average agent and broker."

Glenn Shimkus of Cartavi says, "I believe that the three biggest barriers to adoption of document management and electronic transactions are the usability of the current solutions, the lack of context provided by most solutions and the lack of focus on the bigger picture of providing a solution for all of the participants to the transaction as opposed to just the real estate agent/broker… It is stunning to me to see how few document management / transaction solutions – specifically those geared at the real estate industry – have a mobile presence. While the debate will go on about app vs. mobile web the key is that for any solution to succeed it needs to have a very strong mobile presence on the devices that are prevalent across the industry."

Visions of the Future

Solutions providers see a future for document and transaction management where the workflows are highly efficient and integrated, where documents are managed – not just stored – digitally, and where mobile capabilities are standard and drive further adoption, convenience, and responsiveness to consumers. Real Estate Digital espoused a unique point of view that eventually document management could become part of a larger "customer for life" system.

Steve Mapes of Instanet Solutions says that the future of document management involves "More workflow and more integration to make things easier and more efficient for all involved."

Carl Espy of Property Info says, "Our vision for the future of document management is that documents should be managed digitally throughout the transaction and not just *stored* digitally. Parties to the transaction should be able to create, execute, share, audit, and ultimately store all documents within a web-based system. There should be complete transparency of documents throughout the real estate transaction, and collaboration of appropriate parties through secure digital access."

Wendy Waldrep of zipLogix says, "The user should have the ability to tailor document management to suit their unique business environment. When components are used within the suite of products the interaction between them should be completely seamless to the user. The vision would enhance each user's capability to invite others into the transaction via working on documents with all of the essential parties involved."

Betsy Hitchcock of CoreLogic says, "Document Management [should] become a module within the MLS system offering. The system should be easily integrated with broker/agent's CRM, back office, etc. creating a complete brokerage solution. Brokers could maintain their individuality by having the opportunity to easily and affordably upgrade to a site that contains the specific functionality that is important to them."

Prem Luthra of Real Estate Digital says, "Real Estate Digital's vision is less around the future of document management than it is about providing Brokers and Agents with a comprehensive customer for life strategy that keeps them in the forefront of their clients for future opportunities and referrals. When you view the closing process as an important step in customer satisfaction, it becomes advantageous that documents and pertinent status is easily accessible to all parties of the transaction. After successful closing, ongoing communication and access to documents can be used to stay in-front and in-touch with the customer by providing pertinent reminders, market trends and helpful household maintenance hints and discounts, as well as links to the customer's document vault.   The vision truly is a win-win because customers continue to receive service and document access after the sale and Brokers/Agents stay in touch with their customers with increased opportunity for repeat business and referrals. "

Alex Allison of DotLoop says, "The industry has a great opportunity to move forward and adopt a single technology to streamline the transaction process. The future of document management is the full integration of each step in the transaction process into one unified technology."

Glenn Shimkus of Cartavi says, "My vision for the future of document management is a solution that takes into consideration all of the above points that I believe are the barriers to success today. I believe that document management will evolved to become a platform that is context driven (ie real estate industry, rental market, etc.), highly mobile, and that addresses the full lifecycle of the document / transaction. Beyond all of the above, the most important piece of functionality that the solution MUST have is that it is simple and usable. "

Conclusions

There is a robust and competitive market for document management solutions. Some vendors provide modules that go "back" in the workflow, such as forms, and others provide additional modules that go "forward", such as transaction management. The more components a system has – or the better integrated it is with third party modules – the better the workflow for end users. Each solution has a different level of integration between these components, and contains various elements such as eSignatures and fax (which is still needed for many service providers). Selecting a solution that fits one's personal or company's needs best is complicated because the vendors and systems have wide-ranging features, capabilities and different visions of how document management should be done.

Document management has taken a long time to gain traction in the real estate industry, but many finally believe the barriers are decreasing and adoption will accelerate over the next year. Providing an easy to use, well-integrated system is important, and overcoming the initial resistance to change though rigorous communications and education is critical to a successful technology deployment.

Solutions providers see a future for document and transaction management where the workflows are highly efficient and integrated, where documents are managed – not just stored – digitally, and where mobile capabilities are standard.

Clareity Consulting continues to advocate the adoption of document and transaction management at the agent, broker and Association/MLS level. The productivity gains for the professionals and benefits to the consumer are critical for the industry's efficiency and image.   Integration with existing business systems is critical, and only deployment at the market level (such as the MLS) provides for a true transaction collaboration platform for subscribers and service providers, important for fulfillment of the promise of efficiency and cost savings, which have always been at the heart of the document and transaction management vision.

Clareity Consulting believes in an educated real estate technology market and strives to continue to push for innovation. We hope you found this paper useful in that regard, and if you have any questions or comments, please let us know. Of course, if you represent a brokerage or an Association/MLS, Clareity is available to provide expert consulting to help determine which vendor and system suits your organization's and/or members' needs best, and can assist in the research, selection, contract negotiations, systems integration, or project management oversight.

The following Appendix provides details on each system in an easy to scan comparison format and our contact information is at the very end in "About Clareity". Thank you for reading this paper!

Appendix: Feature Details

Answers below were provided by each solutions provider.

	Instanet Solutions (Forms, DocBox and TransactionDesk)	**PropertyInfo Corporation** (SureClose)	**zipLogix** (R=Relay, Z=zipVault/ zipFormZFME)	**CoreLogic** (Document Manager)	**Real Estate Digital** DC=DocCentral FC=FormCentral TP= TransactionPoint	**DotLoop**	**Cartavi**
Company							
Website	www.instanetsolutions.com	www.sureclose.com	www.ziplogix.com	www.marketlinx.com	www.realestatedigital.com	www.dotloop.com	www.Cartavi.com
Sales Contact: Name and Email Address	Steve Mapes, steve@instanetsolutions.com	Carl Espy, cespy@stewart.com	Wendy Waldrep, wwaldrep@ziplogix.com	Betsy Hitchcock, bhitchcock@corelogic.com	Prem Luthra, prem.luthra@realestatedigital.com	Alex Allison, adallison@dotloop.com	Glenn Shimkus, glenn@cartavi.com
Headquarters Location	London, ON	Houston, TX	Fraser, MI	Santa Ana, CA	Aliso Viejo, CA	Cincinnati, OH	Naperville (Chicago), IL
Is the Company / Division / Product Profitable?	Yes	Yes	Yes	Yes	Yes	Yes	[No answer]
# of Employees (for Doc Mgmt product)	N/A - employees work across all platforms	170	55	8	39	55	[No answer]
# of Product Developers	confidential	20	12	5	15	14	[No answer]
Document Mgmt. Product Available Since	2002	2003	R - 2005 Z - 1991	1999	2000	Fall 2009	07/2010

	Instanet Solutions (Forms, DocBox and TransactionDesk)	PropertyInfo Corporation (SureClose)	zipLogix (R=Relay, Z=zipVault/ zipFormZFME)	CoreLogic (Document Manager)	Real Estate Digital DC=DocCentral FC=FormCentral TP= TransactionPoint	DotLoop	Cartavi
Adoption: # of transactions (Not individual documents) completed in the platform in 2011	1,170,910	925,878	R - 276,103 Z = 5,376596	245,000	206,000 transactions	200,000	[No answer]
Infrastructure							
Uptime in 2011-2012 (Not counting scheduled downtime) (%)	99.91	99.963%	R - 99.81 Z - 99.75	99.99%	99.95	99.982%	99.98%
Longest Unscheduled Downtime Length since 2011	4 hours	Single event 25 Minutes Full Outage (Re-cycled System)	R - 1 Hour Z - 2 Hours	No more than 1 hour	2 hours 24 minutes	< 60 Minutes	60 minutes (in middle of night after performed an OS update on the server)
# of Data Centers	2	2	2	2	RED Products are supported through LPS data centers although RED will be moving to it's own data center at the end of 2012	2	2
Data Center locations (city, state/province)	Primary in Central TX, DR site is several hundred miles away.	Not for public disclosure but centers are separated in excess of 300 miles	Los Angeles, CA - Detroit, MI	Santa Ana, CA and Dallas, TX	Olathe, KS; Irvine, CA at the end of 2012	Cincinnati, OH/KY	CA and VA

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Data Center certification (SAS 70, SSAE 16 - specify level)	SAS 70, SSAE Type II	SSAE 16	SSAE16 SOC-1 Type II	[No answer]	New data center will be SOC 2 and SOC 3 certified based on the new reporting standards issued by the American Institute of Certified Public Accountants (AICPA)	TIER 3 Data Center, SAS 70 Certified, SSAE 16	SOC 1/SSAE 16/ISAE 3402; FISMA Moderate; PCI DSS Level 1; FIPS 140-2
Time required to transition operations to secondary data center	<1 hour	8 hours	15 minutes	[No answer]	Pending migration to new data center at the end of the year	n/a	4 to 6 hours
Security							
Security Policies Implemented	Yes	Yes	Yes	[No answer]	TP, DC, FC	Yes	Industry accepted best practices
Servers / Platform Patches Maintained (At least monthly and as needed by vendors)	Yes	Yes	Yes	[No answer]	TP, DC, FC (Monthly)	Yes	Yes
Uses SSL encryption for Login	Yes	Yes	Yes	Yes	TP, DC, FC	Yes	Yes
Uses SSL encryption for Whole Session	Yes	Yes	Yes	No	TP, DC, FC	Yes	Yes
Personal Data Stored Encrypted	Yes	Yes	Yes	No	TP, DC, FC	Yes	Yes

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Documents Stored Encrypted	Yes	No	Yes	Yes	File server is only accessible to web server within our network. Files are streamed in binary format to user, not a direct link to document.	Yes	Yes
Backups Encrypted	Yes	Yes	Yes	[No answer]	TP, DC, FC	Yes	Yes
Year of Latest Security Audit	2007-2008	Ongoing internally, external 2012	May-12	[No answer]	Extensive security audit in 2011; platform is scanned monthly using Whitehat security monitoring systems.	2012	No, scheduled
Product							
Platforms							
Cross-browser - IE, Firefox, Safari	Yes	IE, Firefox, Safari, and Chrome	R - All Browsers Z - IE, Firefox, Safari	Yes	TP, DC, FC	Yes	Yes
Cross-platform - PC, Mac, Linux	Yes	PC, MAC	R - PC, Mac, Linux Z - PC, Mac	Yes	TP, DC, FC (Web App)	Yes	PC, Mac

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Tablet - Apple, Android, Other (Specify which, inc. limitations). Also please specify if this is a web app and/or a native app.	Yes, web app	iPad, Android, Window - Both web and native apps.	R - iOS, Android web app Z - limited features on Android, iOS web app	Can't uploads docs to ipad. Web app	TP, DC, FC (Web App)	Yes	iPad & Android, both as native apps
Smartphone platforms supported (Specify which. Functionality will be described later). Also please specify if this is a web app and/or a native app.	Yes, web app IOS, Android, Windows	iphone, android, windows phone - native apps.	R - iOS, Android web app Z - limited features on Android, iOS web app	Web app. Can view & email documents.	TP, DC, FC (Web App)	Yes	iPhone & Android, both as native apps
Roles and Key Associated Features							
Agent	Yes	SureClose is an enterprise product. In addition to roles indicated, users can create custom roles, set default permissions for these roles and include those on files with access provided.	Yes	Yes	TP, DC, FC	Yes	Yes
Teams (can set up Team permissions once?)	No		R	Yes	TP, DC, (YES)	Yes	Yes
Office Manager	Yes		Yes	Yes	TP, DC	Yes	Yes
Broker	Yes		Yes	Yes	TP, DC	Yes	Yes
Service Providers	Yes		R	Yes	TP, DC	No	Yes
Consumers	Yes		R	Yes	TP, DC	Yes	Yes

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Searching							
Search forms/docs/transaction files by address, buyer name, seller name, agent name, office, etc	Yes	Address, Party Name, MLS number, File number	R - Z forms only	Yes	TP, DC	Yes	No
Search by status (active, pending, sold, etc).	Yes	Active, On Hold, Withdrawn, Cancelled, Closed	R	Yes	TP	Yes	Yes
Search by metadata keyword	Yes	User may have up to 4 custom fields	No	Yes	TP, DC	No	Yes
Search by full text	Yes	Yes	No	Yes	TP, DC	Yes	No
Search by date range	Yes	Yes - date range for file start date, file end date, and last modified date	R	Yes	TP	Yes	No
Forms							
Custom programming Not required to create basic forms	No	Adobe Writer needed to create PDF Smart Forms	Z - No	Yes	FC	Yes	No
Custom programming available to create forms with complex data integrations	Yes	Adobe Writer needed to create PDF Smart Forms	Z - Yes	No	FC	Yes	No

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Custom programming for state and local association / MLS forms	Yes	SureClose is not a forms program. Any forms program can be integrated with our print driver, but state and local forms are not populated within SureClose.	Z - Yes	No	FC	Yes	No
Manage clauses & insert into forms	Yes	Only on PDF Smart Forms	Z - Yes	Yes		Yes	No
Automatic calculations built into forms	Yes	No	Z - Yes	No	FC	No	No
Information filled in populates across all transaction forms	Yes	Only on PDF Smart Forms	Z - Yes	Yes	FC	Yes	No
Forms can be saved to hard drive	Yes	Yes	Z - Yes	Yes		Yes	No
Forms can be emailed as an attachment	Yes	Yes	Z - Yes	Yes	FC	Yes	No
Forms can be emailed as a link, so agents/clients/attorneys can complete	Yes	No	Z - Yes	No		Yes	No
Outbound emails can be customized / branded	Yes	Yes	No	No		Yes	No

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Outbound emails appear to come from the sender, Not the vendor	Both	Yes	Z - Yes	Yes	FC	Yes	No
Print multiple forms to single Acrobat file (PDF)	Yes	Yes	Z - Yes	Yes	FC	Yes	No
Full audit trail of all views, changes and edits to forms including	Yes	Yes	R - Yes, although forms can only be edited in zipForm and then uploaded to Relay as new versions of a document Z - No	Yes		Yes	No
Fax forms from form editor	Yes	with eFax integration only	Z - Yes	No		Yes	No
Document Management							
File/document types accepted	All common, block exe and .zip and other select types for security	PDF, TIF	all files except executables, mp3s and mpegs.	All common, except executables.	doc, .docx, .txt, .pdf, .tif., .rtf, .xls, .xlsx .ppt, .pptx, .mpp, .jpg, .pub, .gif.	Yes	Almost all document and image types
Management for both personal (user) and transaction documents	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes

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Save signed forms & third party documents in transaction file	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Fax documents into the system ("Inbox")	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Fax signed forms into document/ transaction file	Yes	No	Yes	No	DC, TP	Yes	Yes
Fax documents directly out of the system	Yes	with eFax account	Yes	No	DC, TP	Yes	Yes
Fax to system coversheet	Yes	with eFax account	Yes	Yes	DC	No	No
Use one fax cover sheet to send multiple docs - recipient receives multiple attachments	Yes	with eFax account	Yes	Yes	No	Yes	No
Fax log of both inbound and outbound faxing	Yes	Yes	Yes	No	DC, TP	No	Yes
Personal fax number available	Yes	Not directly from SureClose. User would need top purchase a digital fax account from third party vendor	No	No	No	Yes	Yes

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Email to fax from 'regular' email account/client (outside of system)	Yes	Yes	Yes	Yes	No	Yes	No
Upload third party documents (inspections, title reports, etc.)	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Email documents directly from the system	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Share Documents online with clients, title agents, etc.	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Share files and folders with partners, assistants, teams, staff, entire office, entire company, etc.	Yes	Yes	Yes	Yes	DC, TP	Yes	Yes
Print documents into system using virtual printer	Yes	Yes	No	No	TP	Yes	No
Markup/Edit any PDF without additional software	Yes	Yes	No	No	No	Yes	No
Merge multiple PDFs into one document (e.g. - contract, counter offers and addendums)	Yes	Yes	No	Yes	TP, DC	Yes	No
Convert files to PDFs (e.g. - MS Word, text, other uploads)	Yes	Yes	No	No	DC, TP	Yes	No

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Document versioning (all versions of documents stored)	Yes	PDF and TIF are preferred	Yes	Yes	TP, DC	Yes	No
Audit trail/log for documents	Yes	Yes	R - Yes	Yes	TP, DC	Yes	Yes
Audit trail for specific user's activity	Yes	Yes	R - Yes	Yes, by file (File History)	TP, DC	Yes	Yes
Ability to remove a document (logged)	Yes	With Admin security profile	R - Yes Z - Yes but not logged	Yes	TP, DC	Yes	Yes
Add electronic signature to documents (specify built in / integration)	Yes, built in when Authentisign module is subscribed	with DocuSign account, integration available	Z - Yes	No	TP & DC - DOCUSIGN INTEGRATION.	Yes- Built in.	Yes. Integration with DocuSign. Also tablet apps: Sign My Pad and Hello Sign.
Form / Document Integrations							
Import saved contacts into forms	Yes	Yes with PDF Smart Forms	Z - Yes	Yes, CSV	No	Yes	No
Import listing data from the MLS	Yes	Yes with PDF Smart Forms	Yes	Yes	TP, DC, FC	Yes	No
Import tax data into forms / documents	Yes	Yes	No	Yes, CSV	TP, DC, FC	No	No
Import contacts from Outlook	Yes	Yes	Yes	Yes, CSV	TP - vCard	Yes	No
Import contacts from Gmail	No	No	Yes	Yes, CSV	TP - vCard	Yes	No

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Import contacts from Apple platform	No	No	Yes	Yes, CSV	No	Yes	No
Transaction Management							
Manage transaction related tasks	Yes	Yes	R- Yes	Yes	TP, DC	Yes	No
Add and manage Non-transaction related tasks	Yes	Yes	R- Yes	Yes	TP, DC	Yes	No
Automated task reminders	Yes	Yes	R- Yes	Yes	TP	Yes	No
Activity plans (a checklist or a groups of tasks)	Yes	Yes	R- Yes	Yes	TP, DC	Yes	No
Copy system plans, modify and save for own account use	Yes	Yes	R- Yes	Yes	TP	No	No
Auto-Calculate due date based on milestones (list date, contract date, etc)	Yes	Yes	R- Yes	Yes	TP	No	No
Assign tasks to any transaction participants	Yes	Yes	R- Yes	Yes		No	No
Display transaction progress via client accessible portal	Yes	Yes	R- Yes	Yes	TP	Yes	No
Order inspections and other services online	Yes	No	No	Yes	TP	Yes	No
Email service orders from system	Yes	Yes	R- Yes	Yes	TP	Yes	No
Fax service orders from system	Yes	Yes with eFax account	R- Yes	Yes	TP	Yes	No

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Auto populate orders with transaction data - property info, contact/participant info, etc	Yes	Yes with PDF Smartform	No	Yes	TP	Yes	No
Manage service providers	Yes	Yes	R- Yes	Yes	TP	Yes	No
Management							
Team members can view, manage all team files	Yes	Yes	R- Yes	Yes	TP, DC	Yes	No
Office manager can view, manage all office files	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Broker can view, manage all company files	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Create templates or quick start groups (forms packets)	Yes	Yes	Yes	Yes	TP, DC, FC	Yes	No
Define mandatory forms for listing, sales, leases, etc.	Yes	Yes	Yes	Yes	FC	No	No
Define optional forms for listing, sales and leases, etc.	Yes	Yes	Yes	Yes	FC	No	No
Define unlimited forms packets for different property types, jurisdictions, etc.	Yes	No	Yes	Yes	FC	Yes	No
Clauses - upload/edit clauses for office/company	Yes	Yes	Z - Yes	Yes	FC	Yes	No

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Create transaction templates including forms, tasks, contacts, etc.	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Set branding for all agent accounts at once	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Set status types for system	Yes	Yes	No	Yes	TP	Yes	No
Set system configurations and types - status, contact, property, appointment, document, etc	Yes	Yes	?	Yes	TP	Yes	No
Brokerage Archive copy as single PDF	Yes	Yes	Yes as a zip file	Yes	TP, DC	Yes	No
Share folders of documents with all staff and agents	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Share folders of documents with staff only	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Share folders of documents with certain staff/departments	Yes	Yes	Yes	Yes	TP	Yes	No
Share folders of documents with all agents	Yes	Yes	Yes	Yes	TP, DC	Yes	No
Share folders of documents with certain agents	Yes	Yes	Yes	Yes	TP, DC	Yes	No

	Instanet Solutions (Forms, DocBox and TransactionDesk)	PropertyInfo Corporation (SureClose)	zipLogix (R=Relay, Z=zipVault/ zipFormZFME)	CoreLogic (Document Manager)	Real Estate Digital DC=DocCentral FC=FormCentral TP= TransactionPoint	DotLoop	Cartavi
Share particular documents with all staff and agents	Yes	Yes	Yes	Yes	TP, DC	Yes	Yes
Share particular documents with staff only	Yes	Yes	Yes	Yes	TP, DC	Yes	Yes
Share particular documents with certain staff/departments	Yes	Yes	Yes	Yes	TP, DC	Yes	Yes
Share particular documents with all agents	Yes	Yes	Yes	Yes	TP, DC	Yes	Yes
Add contacts that entire office/company can see	Yes	Yes	R - Yes	Yes	No	No	Yes
Add service providers that entire office/company can view and use	Yes	Yes	R - Yes	Yes	TP , DC	No	No
Share calendar / View calendar (i.e. broker can see calendar of upcoming tasks)	Yes	Yes	R - Yes	No	TP	No	No
Invite staff and/or agents to meetings within system	Yes	No	No	No	No	No	No
Notifications / Alerts							
User can customize which Notifications they want to receive	Yes	Yes	Yes	Yes	No	Yes	Yes

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User can customize schedule for Notifications	Yes	Yes	R - Yes	Yes	No	Yes	No
Site sends Notifications automatically via email	Yes	Yes	Yes	Yes	TP	Yes	Yes
Site sends Notifications automatically via text message	Yes	Yes	No	Yes	No	Yes	Yes
Site sends Notifications automatically via phone	No	No	No	Yes	No	Yes	Yes
Site sends Notifications automatically via fax	No	No	No	Yes	TP	No	No
Mobile Features							
Create transaction	Yes	No	Yes	No	TP, DC, FC	Yes	Yes
Search for files	Yes	Yes	R - Yes	Yes	TP, DC, FC	Yes	Yes (tablet) No (phone)
Access forms, documents, transactions	Yes	Yes	Yes	Yes	TP, DC, FC	Yes	Yes
Email documents	Yes	Yes	Yes	Yes	TP, DC, FC	Yes	Yes
Fax forms	Yes	No	Yes	No	TP, DC, FC	Yes	Yes
Fax documents	Yes	No	Yes	No	TP, DC, FC	Yes	Yes
Sign documents using phone	Yes	No	No - Tablets only	No	No	Yes	Yes
Alerts for system activities (specify)	Yes	Yes, task and document notifications can be received through text	R - Yes	No	TP	alerts via email/text	Yes

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Invite participants to transactions	Yes	No	R - Yes	No	TP, DC, FC	Yes	Yes
Rename documents	Yes	No	R - Yes	No	TP, DC, FC	Yes	Yes
Move/copy documents	Yes	No	R - Yes	No	TP, DC, FC	Yes	Yes, both move and copy
Support							
Phone Support Hours (describe using days of week, Central Time)	M-F, 8am-7pm Central Time	M-F, 7am-7pm, Central Time	M-F, 7am-7pm, Central Time	M-F, 8am-8pm, Central Time Time	M-F, 9am-6pm, Central Time	M-F 8am-7pm Sun-Sat: 9am-5pm Central Time	M-F 8am-8pm Central Time. Will respond to weekend support call within 24 hours.
Online chat support (if Yes, provide hours)	Yes, same	No	No	No	No	No	No
Email support	Yes	Yes	Yes	Yes	M-F 9am - 6pm CENTRAL	Yes	Yes
Support metrics: average time to answer, % answered (vs. message left), abandonment %, avg. length to close tickets.	Avg answer <2 minutes	No metrics provided.	Unknown	No metrics provided.	No metrics provided.	Avg Hold time < 3 minutes.	No metrics provided.

About Clareity Consulting

Clareity Consulting brings clients fresh insights and wide perspective gained by serving clients throughout the industry: associations and MLSs, brokerages, franchises, technology vendors, and others. Clareity's services include:

STRATEGIC AND BUSINESS PLANNING

Clareity provides strategic, governance, and product/service business planning that bridges the gaps between strategy, tactics, and the timely activities needed to support your goals. Clareity also facilitates MLS regionalization & data shares.

SYSTEM SELECTION

From needs assessment and RFP to contract negotiation, for MLS, TMS, Public Records, and other offerings, Clareity's structured processes help your organization make a good business decision with stakeholder involvement.

PUBLIC SPEAKING

Clareity can address leadership or large groups on timely topics in an informative and fun way. Popular topics include MLS trends and system options, information security, and real estate technology trends, such as cloud computing and mobile technologies.

COMPLIANCE AND RISK AUDITS

Providing information security, risk management and business resumption planning, staffing and salary reviews, and VOW / IDX compliance audits, Clareity brings both an independent view and finely-honed technical skills.

PRODUCT / SERVICE / SOFTWARE REVIEW

Clareity performs customer surveys and market research, develops product strategies and specifications, performs usability and quality assurance, audits security, and facilitates user groups. Clareity also facilitates strategic alliances, mergers, and acquisitions.

RECRUITING

Your business is only as successful as your leaders and employees, and Clareity has discreetly helped recruit some of the brightest minds in our industry for their current positions, both executive and technical.

WEBSITE PLANNING AND REVIEW

Clareity helps improve website design, usability, and content, accounting for key factors such as SEO and mobile experience. Clareity also creates specifications and helps clients select the best partners to produce, and provide compelling content for, their web applications.

EXPERT WITNESS

Whether it's a matter of the policies and practice of organized real estate or a more technical software dispute, Clareity can provide an expert witness with integrity and experience to conduct research, write expert opinions, and provide depositions and testimony.

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