



How Premier Enterprise Realty Streamlines Contract Workflows with SignWell

CUSTOMER STORY

With Marina Galushko.

Founder of Premier Enterprise Realty



CUSTOMER STORY

ORGANIZATIONAL SITUATION:

BENEFITS:

COMPANY NAME:

Premier Enterprise Realty LLC

INDUSTRY:

Real Estate Brokerage

COUNTRY/REGION:

Miami, Florida, United States

CUSTOMER PROFILE

Premier Enterprise Realty is a boutique real estate brokerage based in Florida, serving buyers, sellers, and investors throughout the Miami area for nearly a decade. Founded by Marina Galushko, a licensed real estate broker, coach, educator, and entrepreneur, the firm is built on white glove service and trusted client relationships. Marina personally guides every detail of the business with an expert's eye and an advocate's mindset. They are 100% commission-based, so reputation, expertise, and professionalism are paramount.

ORGANIZATIONAL SITUATION

As both broker and founder, Marina handles document workflows not only for her own transactions but for the agents in her office. That includes listing agreements, purchase contracts, leases, and addenda. With high expectations for professionalism and precision, she needed a digital signature tool that matched the quality of service she provides.

Other platforms made me feel like I was working for them. I don't need clutter or distractions. I need to get contracts out and signed quickly and correctly.

In my office, everything must look professional and be legally correct. That includes the technology we use.

CHALLENGES

Before switching to SignWell, Marina explored many digital signature platforms and found them overdesigned, overpriced, or unnecessarily complex. **"In my office, everything must look professional and be legally correct. That includes the technology we use."** She often had to fill in blank lines in lengthy contracts, which was extremely time-consuming. This took up valuable time and made a simple process feel tedious.

Even worse, some platforms introduced confusion or version control issues that made it harder to deliver the polished, confident experience her clients expect. **"Other platforms made me feel like I was working for them. I don't need clutter or distractions. I need to get contracts out and signed quickly and correctly."** Marina didn't have time to deal with a learning curve: other platforms required extensive time to learn and didn't truly serve her needs.

SOLUTION

Marina chose SignWell for its clarity and simplicity. Right away, she found that the platform removed the friction she had experienced elsewhere. She could upload a document, apply signature and initial fields instantly, and send it out in just a few clicks.

With built-in compliance features like certificates of authenticity and real-time email tracking, she felt confident that everything she sent through SignWell was secure and legally sound. The interface was straightforward, the design clean, and the system respected her time.

"With SignWell, I'm not wasting time dragging boxes. I click once, the fields go where they should, and I move on. That's how it should be."

BENEFITS

The impact of switching to SignWell was immediate and transformative. Documents that once consumed hours of Marina's day could now be completed in minutes, fundamentally changing how she managed her workflow. This immediate transformation is the power of SignWell at work.

With SignWell, I'm not wasting time dragging boxes. I click once, the fields go where they should, and I move on. That's how it should be. I can fill out the paperwork in a matter of minutes instead of a matter of hours.



Sometimes I even use SignWell as my notebook when I want to find the email of the client or my Realtor. I have two options: one is to go to my email contacts notebook, or to go to the SignWell contacts notebook. And I go to SignWell, because email requires extra steps.

"I can fill out the paperwork in a matter of minutes instead of a matter of hours," Marina explained. This time savings compounded across her daily volume. With the ability to process contracts more efficiently, she could serve more Realtors and their clients without sacrificing the accuracy and attention to detail her white glove service demands.

The platform's intelligent design eliminated the frustrations she had experienced with other tools. Instead of dragging signature boxes across over 100 pages, Marina could now set her preferences once and simply click to place fields exactly where needed. The flexible text boxes automatically adjusted to fit content without requiring manual font selection, removing another layer of tedious work.

SignWell's real-time notification system became an invaluable tool for maintaining control over every transaction. Marina receives instant email alerts when documents are viewed or completed, allowing her to stay informed without constantly logging into the platform.

"I get a notification at my email address," Marina said. "So sometimes the clients think they sign, but they do not complete the process. And they text me, 'I signed the document.' And I don't need to go to SignWell. All I need to do is click on my mailbox on my phone and see my inbox."

This feature allows her to immediately clarify with clients whether they've simply viewed the document or actually completed the signing process, preventing delays and miscommunication during time-sensitive transactions.

The platform's organizational structure proved so effective that Marina began using SignWell beyond its primary purpose. **"Sometimes I even use SignWell as my notebook when I want to find the email of the client or my Realtor,"** she shared. **"I have two options: one is to go to my email contacts notebook, or to go to the SignWell contacts notebook. And I go to SignWell, because email requires extra steps."**



Every signed document includes a certificate of completion and a detailed report, ensuring full legal compliance for every transaction. This built-in feature gives Marina and her clients confidence that their agreements are legally sound and adequately documented.

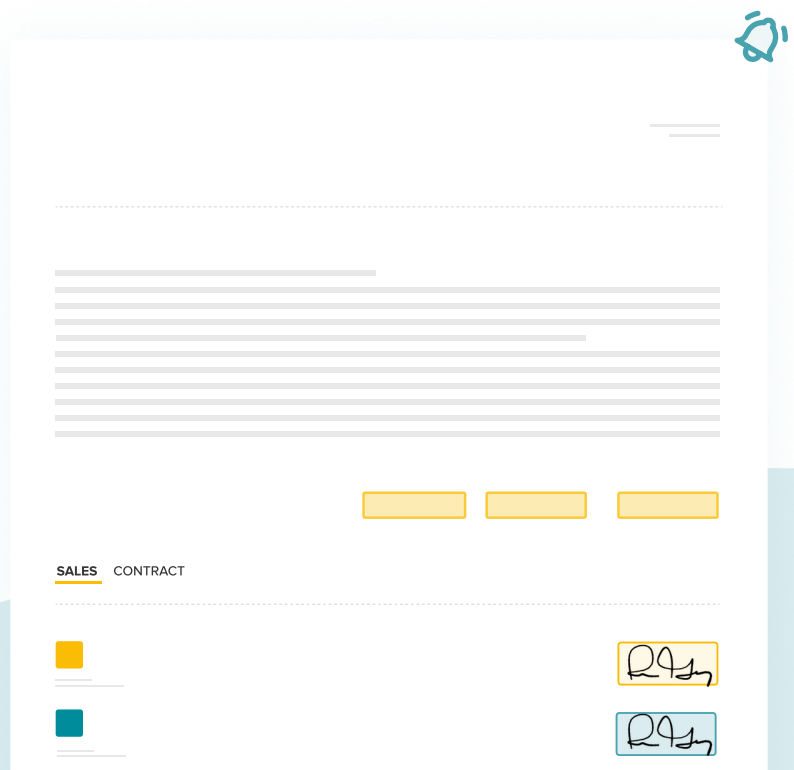
The professional presentation of SignWell documents also elevated the client experience. The clean, uncluttered interface meant clients received documents that were easy to understand and sign, with minimal questions or confusion. This seamless experience reflected the high standards Marina maintains throughout her business.

Perhaps most telling was the response from the Realtors Marina serves. **"They always ask me what platform I use,"** Marina noted. **"And my Realtors ask me why I chose that particular platform."**

When she explains her choice, Marina points to the same qualities that transformed her own workflow: **"Simple yet professional combination of simplicity to use and professionalism, very well balanced, not crowded, very convenient to use, no extra unnecessary steps or tabs or tools that required time to get used to, get accustomed to, or learn. And very well designed and very well organized."**

"SignWell is well-designed and efficient. I send a document, and I know exactly what's happening with it. No guesswork, no follow-up chaos. It fits the way I work."

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RESULTS

Since adopting SignWell, Premier Enterprise Realty has fundamentally transformed its document workflow while maintaining the exceptional service standards that define the firm. Marina now manages high-volume contract preparation with confidence and efficiency, processing what once seemed overwhelming with remarkable ease.

The time savings have been dramatic and measurable. SignWell helped Marina significantly reduce her contract prep time, turning a previously manual task into a streamlined, five-minute process. This allows Marina to dedicate more time to client relationships, business development, and mentoring the Realtors in her office. This efficiency hasn't come at the cost of quality. Every document still reflects the professionalism and precision her upscale offices and distinguished clientele expect.

After extensively testing numerous e-signature platforms, Marina has a clear perspective on what sets SignWell apart. **"I would say SignWell, in my opinion, is the most balanced and professional electronic signature platform that I personally tried,"** she stated.

The platform delivers precisely what's needed without excess or complexity. **"Delivering all necessary tools that are needed for an electronic signature. Nothing less, nothing more,"** Marina explained. **"That's what I can say about SignWell from my personal perspective."**

Her experience has resonated throughout her professional network. When colleagues and Realtors ask about her platform choice, Marina freely shares her insights, and many have followed her recommendation. The feedback loop is consistently positive as other professionals discover the same balance of simplicity and capability that transformed her own practice.

The legal compliance features, combined with real-time tracking and seamless organization, have given Marina complete control over every transaction. She knows the status of every document at any given moment, responds immediately to client questions, and maintains the meticulous records her business requires.

For other real estate professionals seeking a better solution, Marina's recommendation is straightforward: "If you would like to have the same great experience as mine."

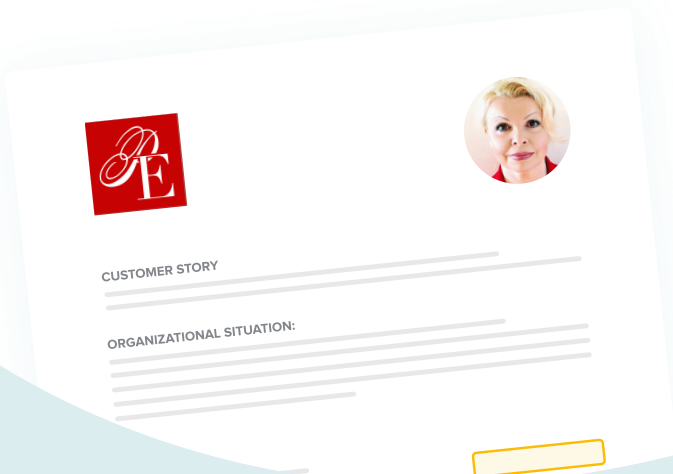
"SignWell allows me to move quickly, serve better, and stay in control of every deal. It's not just software. It's part of how I run my business at a high level."

LOOKING FORWARD

As Premier Enterprise Realty continues to grow and attract more real estate professionals to its prestigious Miami offices, SignWell remains an essential component of the firm's infrastructure. Marina's commitment to white-glove service means she will continue to personally prepare contracts for her Realtors and their clients, and SignWell's efficiency makes this high-touch approach sustainable even as volume increases.

The platform has proven capable of handling the brokerage's demands while upholding the professional standards on which Marina's business is built. For a broker and entrepreneur who serves as a vital bridge between Realtors and their clients, having technology that simply works and gets out of the way makes all the difference. SignWell isn't just a tool for Premier Enterprise Realty. It's a partner in delivering the excellence that defines their brand.

SignWell allows me to move quickly, serve better, and stay in control of every deal. It's not just software. It's part of how I run my business at a high level.



For more information
call or visit:

signwell.com