

RemoteCasa: Scaling a Global Remote Work Platform with E-Signatures

CUSTOMER STORY

With Ana Cuervo and Dan Lawrence.
Co-founders, RemoteCasa.



CUSTOMER STORY

ORGANIZATIONAL SITUATION:

BENEFITS:

CUSTOMER PROFILE

Founded by Ana Cuervo and Dan Lawrence, RemoteCasa is a fully bootstrapped Agentic AI startup that executes end-to-end travel and connects remote workers with curated trips, high-quality accommodations, and local experiences around the world. The company operates with a distributed team and partners in multiple countries, offering tailored stays that combine comfort, productivity, and cultural immersion.

ORGANIZATIONAL SITUATION

RemoteCasa operates in a fast-moving global market, serving clients and partners across multiple countries. The nature of its business requires frequent agreements with property owners, service providers, and customers, often in regions with varying levels of digital adoption.

In the early stages, Dan and Ana worried that getting documents signed would slow them down. While e-signatures were legal in most of their target markets, not every partner was familiar with the process. In some regions, paper contracts remained the default. Add to that the fact that their five-person team was fully remote and bootstrapped, meaning they couldn't afford costly, complex software. They knew they needed a solution that was both globally accessible and easy for anyone to use.

COMPANY NAME:

RemoteCasa

INDUSTRY:

Hospitality Technology

COUNTRY/REGION:

Based in Colombia, Operating Globally

It was always important for me to find something that was easy. I didn't want our partners calling and asking, 'Where's the submit button?' or getting stuck halfway through.

CHALLENGES

RemoteCasa's challenge was twofold: the potential for cultural resistance to e-signatures in specific markets, and the inefficiency of clunky signing tools. Dan had seen the pitfalls firsthand from his time working for another e-signature company—platforms that forced signers through multiple confusing steps, often resulting in incomplete agreements and frustrated partners.

"It was always important for me to find something that was easy," Dan said. **"I didn't want our partners calling and asking, 'Where's the submit button?' or getting stuck halfway through."**

Ana also knew the stakes. The signing process was often a partner's first impression of RemoteCasa's professionalism, and any hiccups could undermine trust. **"We wanted something that made things smooth for everyone,"** she said, **"but also something that would make us look professional from the start."**

SOLUTION

After evaluating their options, RemoteCasa chose SignWell for its simplicity, reliability, and transparent pricing. For Dan, the decision came down to finding **"something high quality, but also easy to use."**

SignWell's intuitive design meant even first-time signers could open, review, and sign without any training or hand-holding, regardless of their technical comfort level.

She also valued how quickly SignWell fit into their fast-moving workflow. **"We're constantly moving between different agreements and different countries,"** she explained. **"With SignWell, I can upload a document, insert the signature fields, and send it in minutes. It just works—every time."**

Since implementing SignWell, RemoteCasa hasn't experienced a single error, failed send, or incomplete agreement. **"We've never had any glitches,"** Dan said. **"That dependability is important for us, because customer experience is so important for us. You can't risk a delay or a broken process."**

The dependability is huge for us. When customer experience is your product, you can't risk a delay or a broken process. SignWell just works.

Dan Lawrence
Co-Founder, RemoteCasa

For us, SignWell isn't just about getting a signature—it's about keeping our business moving without friction. It's simple, it works every time, and it gives our partners the confidence that we're a professional, reliable company to work with.

Ana Cuervo
Co-Founder, RemoteCasa



We're constantly moving between different agreements and different countries. With SignWell, I can upload a document, insert the signature fields, and send it in minutes. It just works—every time.

FROM SKEPTICISM TO SEAMLESS ADOPTION

While e-signatures are legal in nearly every country they operate in, Dan and Ana initially thought cultural differences might slow adoption—particularly in some Latin American markets where paper contracts remain common. But SignWell's simplicity removed that barrier.

Ana immediately noticed how much smoother it made their operations. **"It's super easy to set up and send, and I've never had an issue with it,"** she said. **"It's made things really easy for us, and it makes us look a lot more professional to our partners."**

What they expected to be a hurdle turned into a competitive advantage: closing deals faster and improving partner relationships

BENEFITS

SignWell helped RemoteCasa shorten deal cycles by eliminating friction in the signing process—even when working with partners who had never used an e-signature tool before. Its intuitive interface meant documents were reviewed and returned quickly, without confusion or delays.

Just as important was reliability. **"We've never had an issue with SignWell—not a single error or glitch,"** said Dan. That level of dependability builds trust with partners and ensures a smooth experience from the very first touchpoint.

Ana highlighted how the platform elevated their brand in the eyes of partners. **"It's so easy to set up and send, and it makes us look a lot more professional to our partners,"** she said. That credibility matters when building relationships in new markets.

The platform also performed seamlessly across borders. Whether working with property owners in North America or collaborators in Latin America, RemoteCasa encountered no adoption hurdles—an outcome they initially thought might be a challenge.

Finally, SignWell's affordability made it a natural fit for a bootstrapped team. With transparent pricing and no surprise upsells, RemoteCasa was able to invest in a secure, compliant e-signature solution without stretching its budget.

RESULTS

Since implementing SignWell, RemoteCasa has had zero failed agreements. Every document sent has been signed and returned without error—something that's critical when working across time zones and languages. This level of reliability not only saves time but also builds confidence with partners from the first interaction.

The platform has also delivered measurable time savings. With SignWell, the team can send out agreements in minutes, and partners are able to complete them just as quickly—no back-and-forth, no follow-ups, no delays. That speed directly contributes to RemoteCasa's ability to close deals faster and grow efficiently.

One of the most valuable outcomes? Simplicity. Even first-time signers with little tech experience can complete documents without needing instructions or support. That ease of use reduces friction and eliminates the need for training, allowing the team to stay focused on scaling the business—not managing signatures.

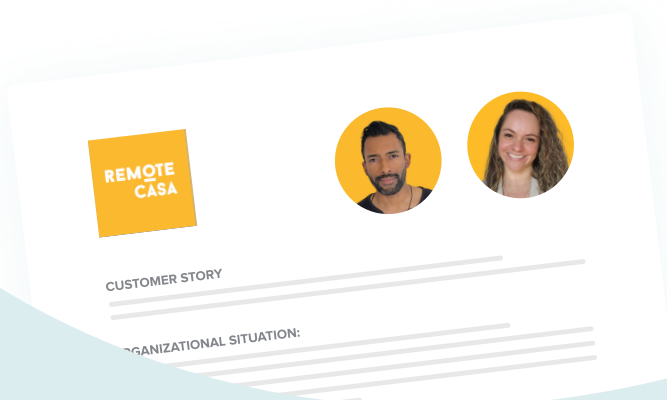
FUTURE OUTLOOK

With demand for remote work experiences continuing to rise, RemoteCasa is focused on expanding into new destinations while deepening relationships with existing partners. Their roadmap includes adding more curated properties, integrating local cultural and networking events into each stay, and partnering with companies to offer extended work-travel programs for teams.

SignWell will remain a key part of that growth. By keeping contracts fast, reliable, and accessible from anywhere, it ensures RemoteCasa can scale operations without adding administrative overhead. **“As we grow into new markets, knowing that our agreements can be signed quickly and without issues gives us the confidence to move faster,”** Ana said.

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For more information
call or visit:

signwell.com