

# Glide is the Future of Forms

How a family-owned brokerage is saving hours with Glide's disclosure workflow software.

## THE CHALLENGE

Tony and his staff found that disclosures are a complicated process for home sellers, especially because it's an activity most people only do once every 5-7 years or have never done at all. That complication is compounded by the fact that many agents don't do business full time so they don't live and breathe the expertise needed to confidently guide sellers through the process. Tony notes that a good agent will help a seller understand the forms and encourage consultation with an attorney, if needed.

## THE SOLUTION

Tony has a deep background in evaluating real estate technology, having worked with the California Association of Realtors with a strong emphasis on ensuring their team of REALTORS at Harcourts Hunter Mason are operating as efficiently and effectively as possible to meet their clients' needs. Tony came to Glide by first using the software to complete his AVIDs and found that completing the AVID on his phone, at the property led to better form completions and saved him a significant amount of time.

Being satisfied with how Glide worked for him, Tony started using Glide's disclosure form preparation with his clients. He noted that most of his clients are pretty tech-savvy—he works with a lot of professionals and entrepreneurs. His clients found Glide easy to use and easy to understand and that taking simple answers to simple questions and feeding it to a contract was far more digestible than asking the average seller to fill out complex legal documents.

**[Glide] really sets you apart; it makes you look like a superstar compared to other agents who are fumbling around."**

## RESULTS

Glide has helped Tony save a significant amount of time and, as a busy broker owner with multiple listings, time is one of his most precious commodities. He notes that using Glide has improved the quality of his AVIDs because he can complete them in real-time and upload images while on the property. Tony also notes that what Glide has done—turning complex, confusing forms into intuitive, question-based workflows—is the future of the real estate industry. It helps clients better understand what they're preparing and signing and helps brokers mitigate risk.



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The way transactions are going to happen in the future is what Glide does—it takes what could be a very litigious, complicated form and makes it very easy for the home seller.

## About the Brokerage

Harcourts Hunter Mason Realty is owned and operated by Tony Self and his wife Courtney. The business was named after their two sons, Hunter and Mason and everything about them—from the matching striped ties and scarves in their staff photos to the numerous customer testimonials on their website —says this is a company that puts their clients first.

Name

**Anthony (Tony) Self**

Location

**Redondo Beach, CA**

Number of Agents

**27**

Annual Transactions

**\$100m/year in sales**