

## Double Vision, Single Solution:

### How a Real Estate Investor and CPA Transformed Document Signing with SignWell

#### CUSTOMER STORY

With Juan Pardo  
Founder, LMIH Land Investments



#### CUSTOMER STORY

#### ORGANIZATIONAL SITUATION:

#### BENEFITS:

# OVERVIEW

#### COUNTRY OR REGION:

United States (Florida) Industry: Real Estate Investment and Accounting Services.

#### CUSTOMER PROFILE:

Founded and led by Juan Pardo, LMIH Land Investments specializes in land flipping and real estate investment. At the same time, its sister company, Pardo CPA, provides specialized accounting services for real estate investors. With over 20 years of combined experience in real estate and accounting, Juan brings a unique dual expertise to both ventures.

#### BUSINESS SITUATION:

Managing two distinct businesses - real estate investments and accounting services - required an efficient, reliable document signing solution. The previous e-signature platform, RightSignature, proved too complex for clients and created bottlenecks in document workflows, particularly affecting deals with time-sensitive requirements.

#### SOLUTION:

LMIH Land Investments and Pardo CPA transitioned to SignWell for its intuitive interface and streamlined signing process. The platform's simplicity and reliability have proven especially valuable for older clients who are less comfortable with technology.

## ORGANIZATIONAL SITUATION

As a real estate investor and accounting professional, Juan Pardo faced unique challenges in document management. His accounting practice, Pardo CPA, required secure, compliant document signing capabilities, while his real estate business, LMIH Land Investments, needed fast, efficient contract processing for land deals.

Juan's real estate transactions often involve time-sensitive contracts requiring immediate action. Delays in signing can mean missed opportunities, which is why a dependable and user-friendly solution became necessary. **"I used to use RightSignature. It's from the Citrix family,"** Juan explains. **"But I love SignWell because of its simplicity. It's the only tool where I haven't had issues with clients calling me saying, 'I did it, and it didn't go through' or 'Where's the submit button?'"**

The switch from RightSignature to SignWell marked a significant turning point. RightSignature's interface was overly complex, leaving many of Juan's clients confused and frustrated. Multiple steps in the signing process often led to incomplete submissions, while higher costs for specialized features that were rarely used made it an inefficient solution.

In contrast, SignWell stood out immediately for its simplicity and reliability. Juan needed an urgent signing solution during a critical moment and discovered SignWell. Within minutes, he could set up a trial, create a document from scratch, and send it out. **"I needed to send something right away,"** Juan recalls. **"I opened SignWell, got a trial, and did everything from scratch within 5 minutes. It was so easy."**

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**Juan Pardo**  
LMIH Land Investments

## BENEFITS

The transition to SignWell has delivered significant improvements:

### Faster Document Processing

- Immediate document sending versus delayed scheduling.
- Quicker follow-ups after sending documents.
- Higher completion rates due to simplified processes.
- Elimination of common issues like incomplete submissions.

### Enhanced Business Operations

- **"Because of the simplicity of sending it, I do it right away,"** Juan notes. **"I don't have to schedule it or wait. When somebody is interested, I grab it, send it, and get it out of the way."**

### Cost-Effective Scaling

- As LMIH Investments plans significant expansion in 2025, SignWell's pricing model and reliability support growth without additional complexity or hidden costs.

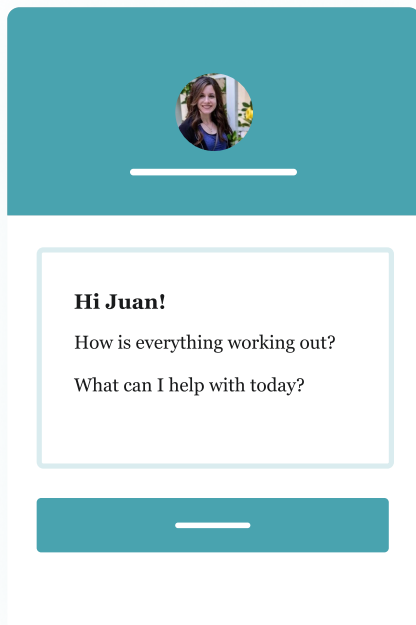
In 2025, we're going to dedicate ourselves to scaling—double, triple, and quadruple our output. Every real estate deal requires multiple contracts, and SignWell makes it possible to handle them efficiently.

## FUTURE PLANS AND GROWTH

With plans to scale his real estate business aggressively, Juan is preparing for the challenges of managing more contracts while maintaining operational efficiency. **"In 2025, we're going to dedicate ourselves to scaling—double, triple, and quadruple our output,"** Juan shares. **"Every real estate deal requires multiple contracts, and SignWell makes it possible to handle them efficiently."**

Pardo CPA is also transforming, becoming more selective by focusing solely on real estate-related clients. Juan's unique accounting and real estate expertise enables him to provide tailored insights and services, adding unparalleled value for his clients.

Juan's enthusiasm for SignWell extends beyond his immediate needs. He actively recommends the platform to real estate investor groups, highlighting its affordability, reliability, and suitability for clients less familiar with technology. **"I belong to several real estate groups, and I always mention how SignWell doesn't break the bank but still delivers everything you need,"** Juan notes.



Because of the simplicity of sending it, I do it right away, I don't have to schedule it or wait. When somebody is interested, I grab it, send it, and get it out of the way.

I just tell them, 'All you have to do is open it, read it, and if you agree, click and sign, I noticed people in their older years did it without issues.

## SOLUTION

Key benefits that drove the adoption:



### SIMPLICITY FIRST

"My son and I decided to forget all the other noise," Juan shares. "Before, we were like, 'if you click here, then another box opens,' and people were confused. Now, we make it very simple - just initials, sign, and date. SignWell has worked better than most in that regard."



### IMPROVED CLIENT EXPERIENCE

The platform proved especially valuable for older clients who are less comfortable with technology. "I just tell them, 'All you have to do is open it, read it, and if you agree, click and sign,'" Juan explains. "I noticed people in their older years did it without issues."



### RELIABLE PERFORMANCE

"Reliability is most important to me," Juan emphasizes. "When SignWell says it will send a three-day reminder or allow simultaneous signing by multiple parties, it works. Some products say they do these things but don't work."

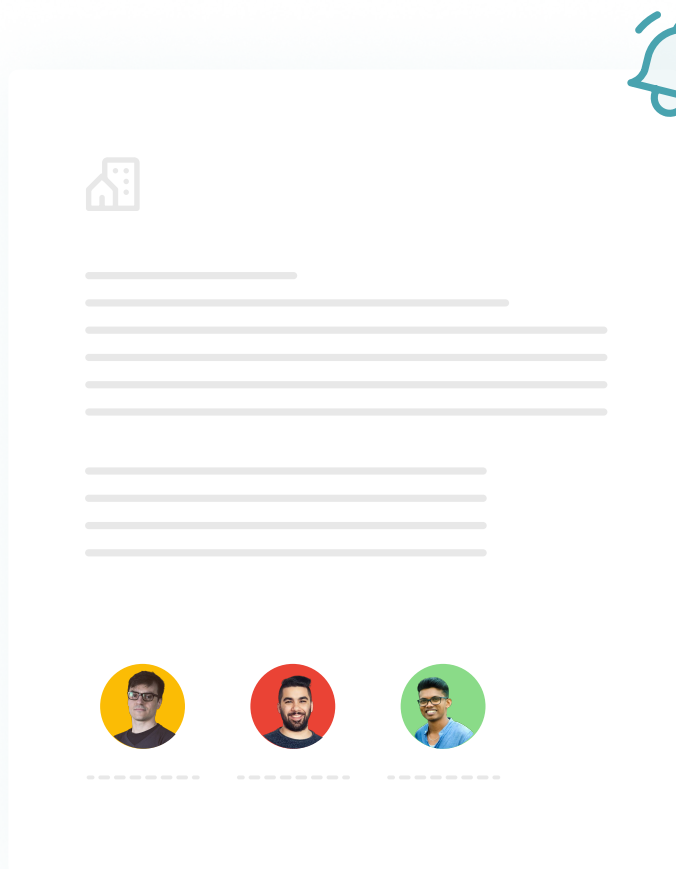


## LOOKING FORWARD

LMIH Investments aims to scale significantly in 2025, focusing on land-flipping opportunities. **"We're going to dedicate 2025 to scale it - double, triple, and quadruple as much as we can,"** Juan shares. With every real estate deal requiring multiple contracts, SignWell's role in the business will expand correspondingly.

Meanwhile, Pardo CPA is becoming more selective, focusing exclusively on real estate-related clients, for which Juan's dual expertise adds the most value. SignWell's simplicity and reliability continue to support both business streams effectively.

**"SignWell is not just about signatures - it's about making decisions happen faster. When it becomes complicated, people say, 'I'll do it later.' With SignWell, they just do it right away."** - Juan Pardo, Founder, LMIH Investments



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For more information  
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