

SunRaise Capital Elevates Solar Financing with SignWell

CUSTOMER STORY

With Franklin Tarter
CTO, SunRaise Capital



CUSTOMER STORY

ORGANIZATIONAL SITUATION:

BENEFITS:

OVERVIEW

INDUSTRY:

Solar Finance

CUSTOMER PROFILE:

SunRaise Capital, a fast-growing startup in the residential solar financing space, specializes in providing software solutions for installers, sales teams, and financiers. Their innovative platform addresses the complexities of solar installation deals, including financing, warranties, and regulatory compliance.

ORGANIZATIONAL SITUATION:

SunRaise Capital's CTO, Franklin Tarter, inherited a struggling e-signature process from a leading e-signature provider. With high costs, sluggish performance, and poor customer support, SunRaise Capital needed a scalable, efficient, and reliable solution to meet tight deadlines and an ambitious growth trajectory.

SOLUTION:

SunRaise Capital transitioned to SignWell for its streamlined API, faster processing speeds, and competitive pricing, allowing the company to focus on expanding its operations and improving customer satisfaction.

Our customers might have dozens of templates tailored to specific scenarios. These templates must be dynamically combined into cohesive packets during deal closures. Relying on a clunky system that couldn't scale or adapt wasn't an option

Franklin Tarter
CTO, SunRaise Capital

CHALLENGES IN SOLAR FINANCING

The solar finance industry is dynamic but riddled with challenges. As a startup operating in this complex ecosystem, SunRaise Capital manages intricate deals involving long-term financing, regulatory compliance, and diverse stakeholders.

Contracts in this space are anything but standard. They require customization based on customer data, deal specifics, and regional regulations. For instance, a contract may include additional clauses depending on the type of solar panels, utility companies, or even homeowner association requirements. The volume of templates needed to cater to these nuances quickly scales into the hundreds, posing significant logistical challenges.

SunRaise Capital's CTO Franklin Tarter explained, "**Our customers might have dozens of templates tailored to specific scenarios. These templates must be dynamically combined into cohesive packets during deal closures. Relying on a clunky system that couldn't scale or adapt wasn't an option.**" Previously, SunRaise Capital used a leading e-signature provider to facilitate e-signatures. However, the solution presented several roadblocks:

- **Restrictive Template Limits:** The initial plan allowed only 15 templates, falling far short of SunRaise Capital's needs.
- **High Costs:** Scaling required expensive enterprise plans with little transparency or flexibility.
- **Sluggish Performance:** Document processing often took over 30 seconds, disrupting customer interactions.
- **Poor Support:** Multiple inquiries about scaling went unanswered, leaving Franklin frustrated and unable to plan effectively.

With deadlines looming and the need for up to 100 templates imminent, Franklin realized SunRaise Capital's e-signature solution had become a bottleneck. "I sent emails for weeks asking how much it would cost to expand. No response. It was clear that this wasn't sustainable," he said.

Once I reviewed the API documentation and tested it, I knew this was the right choice. I didn't have to deal with unnecessary complexity.

Their API did exactly what we needed and nothing more. This focus made the integration quick and painless.

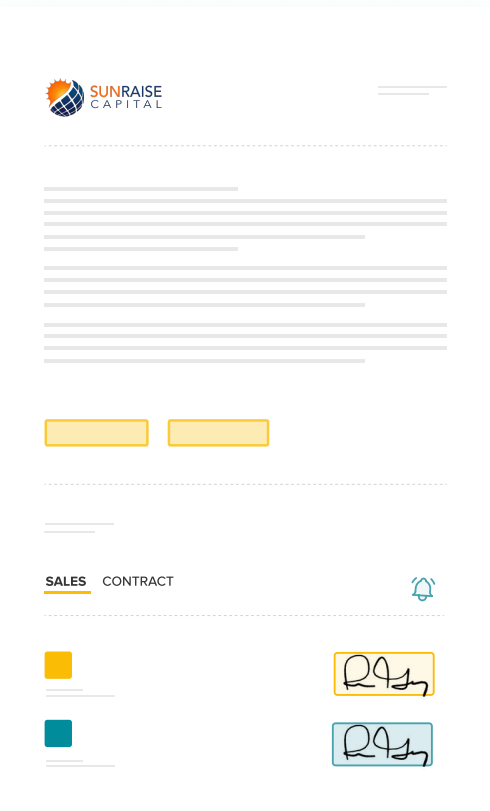


FINDING A BETTER SOLUTION

As the challenges with the existing e-signature provider mounted, Franklin began searching for an alternative. Leveraging his extensive network and familiarity with the SaaS ecosystem, he explored several options, including SignWell, which he had first heard about through the "Startups for the Rest of Us" podcast.

SignWell stood out for its:

- **Streamlined API:** Unlike the existing e-signature provider's sprawling 60-endpoint API, SignWell offered a focused, intuitive solution. **"With SignWell, it's just about creating, sending, and managing documents—exactly what we needed,"** Franklin noted.
- **Faster Processing:** Tests revealed near-instantaneous document readiness, eliminating the need for distracting loading screens during customer interactions.
- **Transparent Pricing:** SignWell's straightforward structure allowed SunRaise Capital to scale without exorbitant costs.
- **Responsive Support:** Unlike his experience with the existing e-signature provider, Franklin found SignWell's customer service to be timely and attentive, with same-day responses to inquiries.



IMPLEMENTATION AND INTEGRATION

The implementation process was smooth and efficient despite the challenges of switching providers under tight deadlines. **"Once I reviewed the API documentation and tested it, I knew this was the right choice,"** Franklin said. He completed the transition in just a few days, minimizing disruptions to SunRaise Capital's operations.

Franklin praised SignWell's developer-friendly approach: **"I didn't have to deal with unnecessary complexity. Their API did exactly what we needed and nothing more. This focus made the integration quick and painless."**

With SignWell in place, SunRaise Capital's dynamic contract generation system became far more efficient. The templates—customized based on dozens of variables—were seamlessly stitched together and ready for signing without the delays and limitations they had previously faced.

With the old e-signature provider, we had to build loading screens to fill the over 30-second gaps. Now, it's instantaneous. It feels like a regular call to our database.

BENEFITS OF THE SWITCH

UNPARALLELED SPEED

SignWell dramatically improved document processing times, which Franklin estimated to be at least 10 times faster. **“With the old e-signature provider, we had to build loading screens to fill the over 30-second gaps. Now, it’s instantaneous. It feels like a regular call to our database,”** he said.

This speed not only enhanced SunRaise Capital’s internal workflows but also elevated the experience for its customers. Door-to-door sales reps, often operating under intense pressure, could now generate and sign contracts on the spot, avoiding delays that might jeopardize deals.

COST EFFICIENCY

By switching to SignWell, SunRaise Capital avoided the escalating costs of the old e-signature provider’s enterprise pricing model. The ability to scale to 100 templates without prohibitive expenses was a game-changer, enabling the company to focus resources on growth and innovation.

IMPROVED CUSTOMER SUPPORT

Franklin described SignWell’s support as **“night and day”** compared to the old provider. Whether it was a quick technical question or a deeper integration inquiry, responses were prompt and helpful. **“Carlos from SignWell was incredible—he always got back to us the same day,”** Franklin noted.

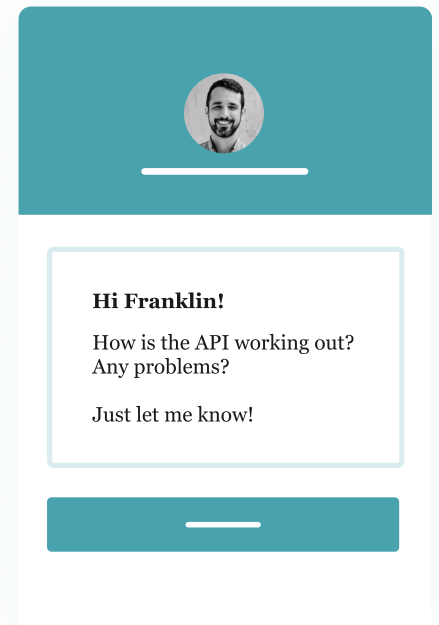
SIMPLIFIED API AND INTEGRATION

SignWell’s focused API made a significant difference in the integration process. Instead of navigating a labyrinth of endpoints, Franklin could quickly identify and implement the functionality SunRaise Capital needed. **“It’s everything we wanted without all the unnecessary complexity,”** he said.

FUTURE-PROOFING FOR GROWTH

With SignWell, SunRaise Capital is now well-positioned to handle future growth. Franklin envisions building an intermediate layer to allow customers to manage their templates, further enhancing the platform’s scalability and usability.

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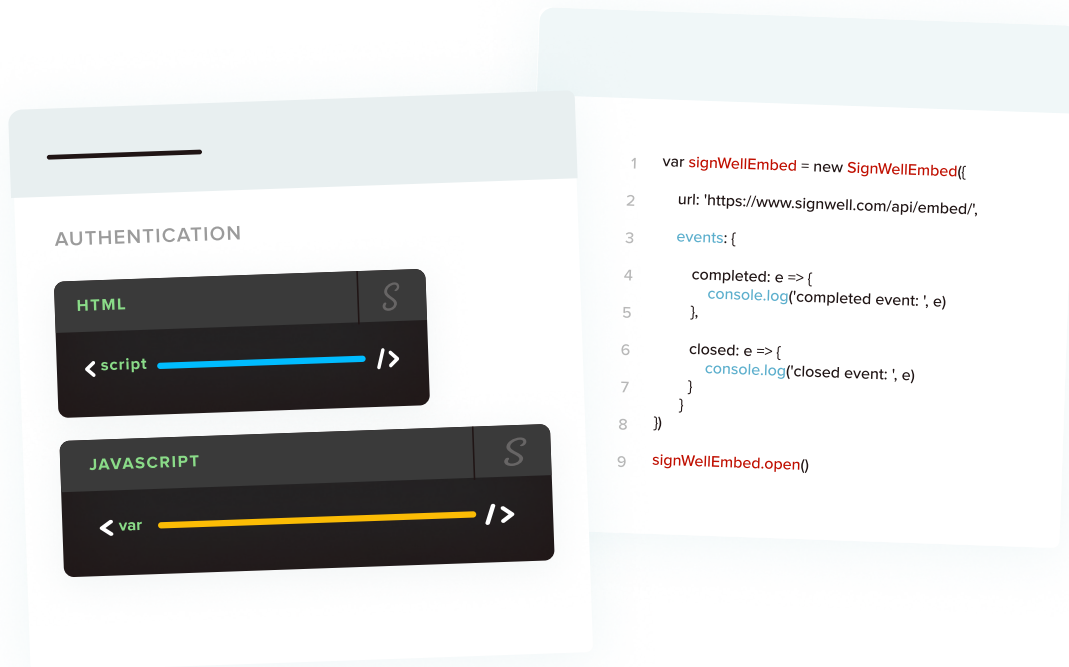
Carlos from SignWell was incredible—he always got back to us the same day.

A TESTIMONIAL OF SUCCESS

Reflecting on the transition, Franklin summed up his experience: **“SignWell is faster, more affordable, and far easier to work with than the alternatives. Their support is exceptional, and their API is a developer’s dream. It’s everything we need without the headaches.”**

As SunRaise Capital continues to scale, SignWell remains an integral part of its operations, enabling it to deliver seamless, reliable e-signature solutions in a competitive, fast-moving industry.

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For more information
call or visit:

[signwell.com](https://www.signwell.com)