

Media Release

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Skribble and SMG Real Estate enter into partnership to promote digitalisation of the Swiss real estate industry

Skribble, the leading Swiss e-signature provider, is entering into a new partnership with SMG Real Estate to further support the Swiss real estate industry in digitalisation with its real estate ecosystem. With the integration of Skribble as part of their package, SMG Real Estate customers have the opportunity to speed up the signing process of, among other things, rental and purchase agreements by a factor of ten.

Digitalisation is also playing an increasingly important role in the Swiss real estate sector. However, paper-based contracts are still a major obstacle. The majority of rental and sales processes in the real estate industry are still analogue – contracts are created digitally, printed out, signed and then scanned again.

Digitalisation of the Swiss real estate sector takes centre stage

The integration of Skribble into SMG's real estate ecosystem has enabled its customers to use Skribble's services since April 2024 and thus sign contracts and other documents directly via the platform securely and with legal validity worldwide. This allows them to benefit directly from more efficient and accelerated contract processes. The partnership between Skribble and SMG Real Estate is another important milestone in their joint efforts to drive forward digitalisation in the Swiss real estate sector.

"To provide the best possible support for digitalisation in the real estate industry, we provide our customers with comprehensive tools and services. The partnership with Skribble is a key step in this endeavour, and we are confident that it will enable our customers to handle their processes even better – digitally and easily," says Daniel Bruckhoff, Head of Partnerships and Innovation at SMG Real Estate.

Paving the way for a digital future

Since its foundation in March 2018, well over 3,000 companies across Europe have digitised their signature processes with Skribble. These include numerous property companies that have been successfully utilising the benefits of e-signatures for their customers for years.

"We are very excited about the collaboration with SMG Real Estate and the opportunity to make our e-signature solutions available to an even wider audience. By integrating Skribble into SMG's real estate ecosystem, we can help make the property industry more efficient and future-proof," explains Roni Oeschger, CEO of Skribble.

E-signature: Small lever, big impact

The typewriter became Microsoft Word, and the letter post became e-mail. Digitalisation has made many business processes cheaper and simpler. Only when it comes to signing contracts does the paper form persist. A hurdle that has become fully apparent since the pandemic-induced home office boom.

E-signatures speed up and simplify the signing process for contracts – typically rental and purchase contracts in the property segment – tenfold. In addition to cost savings, the changeover also results in significant efficiency gains, saving time and money.

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About SMG Swiss Marketplace Group Ltd.

SMG Swiss Marketplace Group Ltd. is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with forward-looking products. SMG Swiss Marketplace Group AG gives its customers the best tools for their life decisions. The portfolio includes Real Estate ImmoScout24, Homegate, Flatfox, alle-immobilien.ch, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces (anibis.ch, tutti.ch, Ricardo) and Finance and Insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, La Mobilière and General Atlantic.

Über Skribble

Der E-Signatur-Anbieter Skribble, gegründet im März 2018, ist der führende Schweizer Anbieter von elektronischen Signaturen mit Sitz in Zürich (CH) und Karlsruhe (DE). Skribble bietet alle E-Signatur-Standards aus einer Hand und liefert für jede Art von Vertrag die rechtlich passende elektronische Signatur. Die Grundlage bilden gesetzlich geregelte Standards, unter anderem für die qualifizierte elektronische Signatur (QES) – die einzige Form der elektronischen Signatur, die der handschriftlichen Unterschrift vor dem EU- und Schweizer Gesetz gleichgestellt ist. Zu den Firmenkunden gehören Wincasa, SBB, Baloise Group sowie führende internationale Wirtschaftsprüfungsgesellschaften und Kanzleien. Bisher haben mehr als 3000 Unternehmen aus über 30 Ländern ihre Unterschriftenprozesse mit Skribble digitalisiert. Aktiv genutzt wird die E-Signatur-Plattform in 140 Ländern. Weitere Informationen unter www.skribble.com.