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## **SentriLock Launches New Showing Service for REALTORS®**

*The SentriKey™ Showing Service is the first and only all-in-one solution for managing showings, client communication, and property access.*

**West Chester, Ohio. (November 10, 2020)** – [SentriLock, LLC](#), a leading real estate technology provider, announces the availability of [SentriKey™ Showing Service](#), a comprehensive solution fully integrated with the lockbox tools REALTORS® use today. SentriLock, LLC is a wholly owned subsidiary of the National Association of REALTORS® (NAR).

SentriKey™ Showing Service leverages the feedback from top real estate professionals to provide lightning-quick management of appointments, actionable data around market activity, and virtual assistant technology through SAM™, the SentriKey Assistant for Mobile. Real estate professionals can schedule and manage showings from a simple dashboard, maintain their client roster, share listings with clients, view property details and notifications, open the lockbox, and much more. With SAM™, the industry's first AI-powered virtual assistant, users can automatically reschedule showings. SentriKey™ Showing Service leverages the same easy-to-use mobile app that agents currently use to open lockboxes.

“When SentriLock entered the lockbox business 18 years ago, we tailored a solution to meet the needs of REALTORS®, with innovative features such as our One Day Codes and replaceable batteries – all backed by incredible service,” said Scott Fisher, CEO and Founder of SentriLock. “Our new showing service is following that same leadership tradition as it is the first fully integrated and mobile app focused solution. The convergence of lockbox access, showing management, and innovative assistive software on the same platform is now the future state of the technology – and we are proud to offer it.”

“Once we made the decision to move in this direction, we didn’t want to just build a basic scheduling system – it needed to leverage the best technologies in the industry,” said Chuck Shroder, SentriLock Chief Technology Officer. “We set out to create something that would have a lasting impact on our agents and brokers. And through research, we quickly determined we would focus this product around agent productivity, and would leverage automation and AI to do it.”

The SentriKey™ Showing Service requires a subscription by an association or MLS for the service to be available to its members. For more information, visit the company’s showing service page at [www.showings.realtor](http://www.showings.realtor).

**About SentiLock**

Founded in 2002, SentiLock, LLC is a wholly owned subsidiary of the National Association of REALTORS® (NAR) and its Official Lockbox Solution. The company's primary mission is to provide its members with technology solutions that are member-focused and driven to provide superior customer service. SentiLock has a 96 percent customer satisfaction rating and is committed to providing the same exceptional support and technology to showing service customers.