

Heartland makes  
move to SentriLock  
and never looked  
back.

## The Customer

Headquartered in Crystal Lake, Illinois, Heartland REALTOR® Organization is a non-profit trade organization providing education, services, support, and products to more than 1,200 REALTORS® and 150 business members throughout northern Illinois.

## The Problem

The Organization was in the midst of choosing a lockbox solution in 2007, they needed a product that made it easy for REALTORS® to gain access to homes on their listings.

## The Solution

Jim Haisler, CEO of the Heartland REALTORS® Organization and his board was evaluating SentriLock and a now-defunct competitor.

*"It boilded down to one thing," said Heisler. "Did we want agents to have a hard time getting into the homes on their listings? The one-day code feature, offered by SentriLock at the time was groundbreaking, and we knew we had to go with that option."*

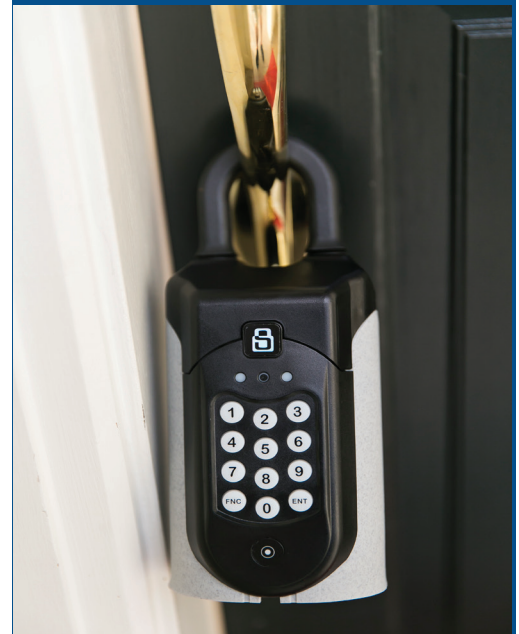
When SentriLock's Bluetooth® lockboxes - which can be unlocked using the SentriKey Real Estate App - first hit the market, Heartland REALTOR® Organization instantly made the upgrade. Much to their members' delight, said Heisler.

*"Fifteen years later, and we still love the company and how willing and able they are to innovate on solutions that save our members time and get them into their listings faster," he added. "The system works great for Heartland REALTOR® Organization members, and we're so glad that it worked out the way it did."*

### At a Glance

Customer: Heartland REALTOR® Organization

Problem: Organization's members were looking for a lockbox solution that gave REALTORS® easy access to properties.



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