



## SUCCESS STORY

# Access for Out-of-Area Agents Made Easy



“We must be able to get people into listings. It's as simple as that,” Haisler said. “The SentriKey® system just works, and our members find it so easy to use. Once we saw that our neighboring associations were going with SentriLock as their lockbox provider, it only made sense for us to do the same. We haven't looked back.”

Jim Haisler, CEO, Heartland REALTOR® Organization

### The Customer

Based in Northern Illinois, the Heartland REALTOR® Organization is a non-profit trade organization providing education, professional standards, government affairs advocating for private property rights, and technology products to roughly 1,200 REALTORS®.

### The Problem

Heartland's volunteer leadership found themselves analyzing and exploring a marketplace lockbox solution. They needed a product that made it simple for REALTORS® to gain access to listings for buyers and allow easy service for agents coming into their market from surrounding areas. While multiple methods of access were a big part of their decision, having a strong, reliable, and thoroughly tested lockbox product that gave listing agents and their sellers some peace of mind was a determining factor as well.

### The Solution

Jim Haisler, CEO of the Heartland REALTORS® Organization, and his board turned to SentriLock as their new lockbox provider. His team was so impressed with SentriLock's superior customer service and ability to stay at the forefront of innovation. Knowing that the call center averaged a less than 30 second call-to-answer time for agents out in the field and have issues resolved was an important factor for them and their members.

Haisler's favorite part about using SentriLock lockboxes is our industry-leading agent safety feature that can be accessed directly from the SentriKey® Real Estate app. When enabled, the app will periodically check in with the REALTOR® and automatically alert emergency contacts if the REALTOR® does not or cannot confirm they are safe during an active showing.

“I love this feature. During every new member orientation, I remind my members to take advantage of the safety feature,” said Haisler. “We always recommend that they enable it and utilize it.”

For more information on our built-in Agent Safety Feature and tips on how to stay safe on the job, check out our safety blog [here](#).

These are all ways that SentriLock provides an amazing set of tools that make it easy, make it safe, and make it smart to do work on behalf of their clients.