



## SUCCESS STORY

### Charlottesville Area Association of REALTORS®

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“The SentriKey® Real Estate app is just so easy to navigate and use. All I have to do is use my Face ID connected to my phone or enter my PIN and push one button on the box. Then, just like that, the box opens! These SentriLock lockboxes make us look more professional in front of our clients because we no longer need to fumble to get the key out of the lockbox.”

Anne Burroughs, Charlottesville Area Association of REALTORS®

#### The Background

Charlottesville Area Association of REALTORS® (CAAR) is a trade association for real estate professionals in Charlottesville and the surrounding area, with more than 1,000 REALTOR® members in their association and approximately 1,300 MLS subscribers.

#### The Problem

As the service contract term with a competitor was quickly approaching, CAAR chose to begin proactively investigating the industry lockbox providers to learn if after 20 years there were new or additional options available to their association members for lockbox service.

It was important to them that they ensured all REALTORS® had easy access to all available properties across multiple markets in an ever-expanding geography. Under their previous provider, and with a growing number of neighboring markets utilizing SentriLock, CAAR agents did not have an easy, and consistent way to provide access to other agents. As a result, CAAR wanted to eliminate the need for contractor and mechanical lockboxes as a form of access, which CAAR President Anne Burroughs saw as a major safety concern for both her agents and their clients.

#### The Solution

CAAR President Anne Burroughs, along with CAAR CEO Abby Tammen, were determined to allow their leaders and volunteers a chance to hear from both vendors. SentriLock and its product competitor had the opportunity to present before all CAAR members, and the decision to go with SentriLock was clear.

“We hear very few questions or issues from our members about the SentriLock lockboxes, whereas before we were getting multiple lockbox support questions a day from members,” Tammen said. “I would always get calls like ‘I need an authentication code,’ or ‘what do I do if my app didn’t update before I left my office,’ or ‘I need to uninstall and reinstall the app because it’s not working.’ Now, I don’t hear anything like that from our members.”

Burroughs was especially impressed with the multiple access methods that SentriLock users can choose from to open the lockbox key bin.

These are all ways that SentriLock provides an amazing set of tools that make it easy, make it safe, and make it smarter to do work on behalf of their clients with SentriLock. To learn more about all the things that SentriLock lockboxes can do, [schedule a demo](#) with our real estate product experts team today!