



## SUCCESS STORY

# Williamsburg Multiple Listing Service (WMLS)



“I’ve been through two lockbox exchanges with your competitor, and both were nightmarish. But with SentriLock, it was organized and pleasant. They treated us with respect and made us feel like valued customers.”

Darlene Strickland, WMLS

### The Background

Williamsburg Multiple Listing Service (WMLS) is a prominent REALTOR®-owned MLS serving REALTORS® and their clients in the Williamsburg, VA area. The organization is committed to providing its members with the latest technology and best practices to facilitate smooth and efficient property transactions.

### The Problem

With a relatively new team and a CEO in place for just six months, this conversion was causing apprehension among staff and members, as everyone was concerned about the process, potential disruptions, and the hassle of physically collecting and returning lockboxes.

### The Solution

Darlene Strickland, staff at WMLS, detailed the seamless conversion to SentriLock lockboxes. “The process was meticulously planned. Upon arrival, the SentriLock team's professionalism and efficiency quickly eased all anxieties.”

Darlene remarked, “They had this down to a science. I mean, they were phenomenal. Every anxiety that we had was gone. The SentriLock team managed the entire transition, from organizing the lockboxes to training the staff and members, ensuring a smooth and hassle-free experience.”

### The Results

Post-conversion feedback from WMLS members has been overwhelmingly positive. Members praised the smoothness of the transition and the new features of the SentriLock lockboxes. They valued the ease of use and the enhanced functionality, such as the one-day code feature that simplifies access. Even members who were initially hesitant about the change found the new system user-friendly.

These are all ways that SentriLock provides an amazing set of tools that make it easy, safe, and smarter to work on behalf of 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!