



SentriLock Website Adds New Tools and Updated Content

Expansion Includes Language Translation, Instructional Videos and Social Networking Tools

Cincinnati, Ohio ([PRWEB](#)) April 26, 2010 -- SentriLock, the number-one rated provider of electronic lockbox systems to the residential real estate industry, is proudly expanding its website with even more features and useful tools for its customers.

The company has revamped its website to be more visually appealing, relevant to the customer and to provide tools connecting with REALTORS® in North America. Its websites, www.sentrilock.com and www.sentrilock.ca (for Canadian customers), seek to assist REALTORS® to utilize the SentriLock system to list more, sell more and earn more.

SentriLock works to make content relevant to its users with pages like “Agent 99’s Tips.” The page contains system tips, along with links to more help, such as SentriLock’s award winning Customer Care Team, or tutorial videos on YouTube.

John L. Heithaus, SentriLock’s Senior Vice President of Sales, Marketing and REALTOR® Alliances commented: “SentriLock’s number one focus is always on our customers and how we can help them leverage our access control systems to earn more money. We are committed to maintaining an interactive and dynamic website. Our Google analytics and customer feedback tell us the reaction has been very positive so far, and we use customer feedback to help us improve the site even more. We know the best way to serve professional REALTORS® is to interact daily with them, and that’s what the new website allows us to do.”

The ‘Services’ page includes new interactive content showing products in action, along with system comparisons to give visitors a side-by-side assessment of product features and standards. Additionally, the services page has information on all of SentriLock’s mobile tools that empower REALTORS® in the mobile age.

SentriLock connects with thousands of REALTORS® daily while being very active on Twitter, Facebook, and YouTube, along with two leading real estate related blog sites: ActiveRain and RealTown. Links can be found on the bottom right of the homepage. Aiming to expand its reach and provide educational content, the company shares information and articles pertaining to all areas of the real estate market. Another recent enhancement to its site is that it is now multilingual. Visitors can select to view the website in 7 different languages.

About SentriLock

SentriLock is majority owned by the National Association of REALTORS® and is a proud partner of the REALTOR Benefits Program. The company’s REALTOR® NXT Electronic Lockbox System is known for its reliable and secure technology, ease of use and its outstanding customer service, rated tops in the industry for the past three years by two independent market research studies. We provide secure, easy and reportable access to every listing via more than 500,000 lockboxes in use by 250,000 Agents from over 210 different Boards, Associations and MLSs in the United States and Canada. SentriLock’s award-winning Customer Care Team provides world-class support seven days a week, exclusively from its headquarters in Cincinnati, Ohio.



www.SentriLock.com or www.SentriLock.ca

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