



Harlingen Board of REALTORS(R) Joins the SentiLock Family

Superior Service, Vendor Integration, and System Features Sway Board Away from Previous Vendor

Cincinnati, OH ([PRWEB](#)) February 28, 2011 -- SentiLock, the number-one rated provider of electronic lockbox systems for the residential real estate industry and official lockbox solution for the National Association of REALTORS® (NAR), is proud to announce new partnerships with the Harlingen Board of REALTORS® (HBR). Although electronic lockboxes aren't new to this Board, they felt a change was needed. SentiLock's great service, vendor integration, and system features all contributed to the Board's decision.

SentiLock prides itself on great service and that didn't go unnoticed by HBR. Shane Allen, Association Executive for HBR, said, "The Harlingen Board of REALTORS® was extremely pleased with both the professionalism and support by the SentiLock representatives both before and after our transition. From the Association Management side, I would say that I have never experienced such a smooth transition before. We were up and running full speed before we ever issued out a single lockbox. And in the last month we have experienced less phone calls about the new system than we had to manage with the old system. The SentiLock support line is amazing!"

Another key component to the smooth transition is the integration of systems between SentiLock and HBR's MLS Vendor, SEI Navica. The integration brings lockbox administration and reporting available right from the Navica MLS system. Agents are normally in the Navica system on a much more frequent basis than the SentiLock system. Allowing Agents to assign lockboxes, get access reports, and other functions right in the SEI Navica system makes them much more efficient, and minimizes training as they are already familiar with the SEI Navica system.

The many features of the SentiLock system were another aspect that HBR appreciated. Allen comments, "The board spent several months reviewing and comparing our old system to the new SentiLock system. During those sessions some very key areas stood out to help promote our decision. The fact that the SentiLock Lockboxes themselves are versatile and the multifunctional aspect of both a combination and an electronic key access was paramount." HBR is also pleased with their ability to use the fully customizable SentiCard® as their membership ID card. The many uses of the SentiCard® – such as CE Tracking, Event Attendee Tracking, Member Voting Tools, and more – make it more than just a lockbox key.

Allen continues that HBR also valued, "the fact that our REALTOR® members were re-investing in their own membership since SentiLock is owned in part by NAR. And the reduction in costs, not just in the short term, but also for the future, allowed our board to pass on a monetary savings to our membership."

SentiLock is excited about this new partnership with the Harlingen Board of REALTORS® and looks forward to a mutually beneficial relationship. Allen concludes, "So to all those individuals who might be looking at a new system or maybe looking to change/upgrade your old system. I can only give SentiLock an AAA+ rating in both customer service and satisfaction from the Association's Management point of view."

About SentiLock

SentiLock is majority owned by the National Association of REALTORS® and is a proud partner in NAR's 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 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. SentiLock's award-winning Customer Care Team provides world-class support seven days a week, exclusively from its headquarters in Cincinnati, Ohio. www.SentiLock.com or www.SentiLock.ca

About Harlingen Board of REALTORS®

The Harlingen Board of REALTORS® consists for 250 Real Estate Professionals. Their mission is to positively impact our community, we are committed to promoting professionalism, integrity and service within our membership by providing ongoing education, exhibiting stewardship, protecting private-property rights and developing leaders for the future. The Harlingen Board of REALTORS® is the cornerstone of personal property rights and service to our communities. For more information visit their website at <http://www.usamls.net/harlingen/>.

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Contact Information

Laura Kreuter

SentriLock

<http://www.sentrilock.com>

513-618-3761

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