

# Online Reviews Templates Pack

## After Closing - Review Request Email Template

Send within a day or two of your closing.

Subject Line: About your review...

Hi [NAME],

Congratulations again on the [SALE / PURCHASE] of your home! I loved working with you, and I sincerely hope I delivered on my promise to provide you with a 5-star experience.

If I did, I would appreciate you taking just a moment to leave me a review on Google. It's the best way for me to connect with and continue serving wonderful clients like you!

To leave a review, log into your Google account and click here. [INSERT LINK]

And I know that a blank slate can be a little intimidating, so here are some ideas to get the ball rolling:

- What made you decide to choose me as your real estate agent?
- What 3 things did you like best about working with me?
- What do you think I could have done better?
- Would you recommend me to your friends and family?

You're doing me a huge favor by writing this review, and it's going to make a big impact on my business. I can't thank you enough!

Here's that link again to write me a quick 5-star review on Google: [INSERT LINK]

By the way, if you feel as though I fell short of a 5-star experience, I am so sorry and would love the chance to make it right! Just shoot me a reply to this email.

Until next time,

~ Signature

P.S. Research shows that the most trusted online reviews mention the agent by name and where the home was located. Would you mind including in your review something like the following?

"Bent Danholm helped me buy a new home in Orlando's Dr. Philips neighborhood in December 2020."

P.P.S. And if you're feeling super generous, it would be awesome if you could copy and paste that same review into [OTHER SITE] as well. Here's the direct link for that: [INSERT LINK]

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## Reminder - Review Request Text Template

Send 30 days after your initial review request, if the client hasn't responded or written you a review. Send via text or social media direct message, whichever method on which you have better communication with them.

Hey [Name]! I was just thinking about how much I loved working with you last month. If you feel the same, would you mind taking a second to write me a review? I sent you an email with info to make it super easy. Let me know if you'd like me to resend it! I appreciate your time 😊

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## Past Clients - Review Request Email Template

For long-past clients, use this email template. It can also be modified to request general testimonials about your character and competence from friends and colleagues, if you are just getting started in the business.

Subject Line: About your review...

Hi [NAME],

I hope you're doing well!

I'll get right to the point: I'm writing to you today to ask you for a huge favor.

My business is built around providing a 5-star experience to real estate buyers and sellers in [MARKET], and my mission this year is to find and connect with more people who I can serve.

Research shows that one of the best ways to do that is with online reviews.

Would you mind taking a quick moment to leave me a review on Google? All you have to do is login to your Google account and click here: [INSERT LINK]

And it's been awhile since we worked together, so here are some ideas to get the ball rolling:

- What made you decide to choose me as your real estate agent?
- What skills do you think I demonstrated during our transaction?
- What do you think I could have done better?
- Would you recommend me to your friends and family?

You're doing me a huge favor by writing this review, and it's going to make a big impact on my business. I can't thank you enough!

Here's that link again to write me a quick 5-star review on Google: [INSERT LINK]

Talk to you soon,

~ Signature

P.S. Research shows that the most trusted online reviews mention the agent by name and where the home was located. Would you mind including in your review something like the following?

"Bent Danholm helped me buy a new home in Orlando's Dr. Philips neighborhood in December 2020."

P.P.S. And if you're feeling super generous, it would be awesome if you could copy and paste that same review into [OTHER SITE] as well. Here's the direct link for that: [INSERT LINK]

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## Positive Review Response Template

Respond publicly to positive reviews using the following template as a guide. Remember that these replies are more for your future prospects than for the client who left the review. It's your chance to fill in details and showcase your service skills.

"Thanks so much, [Name]! We loved working with you. I'm so glad we were able to [standout experience from transaction]. We look forward to helping you with all your future real estate needs!"

## Negative Review Response Template

Everyone knows that upset people are prone to overreacting. If your potential clients look up your reviews online and see that you've apologized and attempted to resolve the issue had by a negative reviewer, they'll be more likely to disregard the opinion of that reviewer. Try to address the specific concerns raised in the review if you can. Use the template below as a guide.

"Hi [Name],

Thank you so much for providing your review.

Your review is especially important to me because whenever someone has a bad experience (or a less than 5-star one), I like to learn as much as possible to prevent it from happening again.

If you're open to it, I'd like to have a quick chat to see if there's anything I can do to right the situation for you. Thanks!

Your Name

Phone

Email"