

Review Reply Template Library

Nine real scenarios — not just "good" and "bad", the ones that actually trip people up.

Reply to every review, not just the negative ones — an unanswered 5-star review is a wasted chance to show you're paying attention. Reply within a few hours where you can, and never argue in public.

5-star review

Thank you so much, [Name] — really glad we could make [property/transaction] as smooth as possible. Don't hesitate to reach out if we can ever help again.

4-star review (positive, but flags a small gap)

Thanks, [Name] — really glad the overall experience was a good one. We'd love to know more about [the gap they mentioned] so we can make it even better next time. Feel free to give us a call on [phone number].

3-star / mixed review

Thanks for the honest feedback, [Name]. We're glad [the positive bit] worked well, and we'd genuinely like to hear more about [the issue] so we can put it right — feel free to call us directly on [phone number].

2-star review

We're sorry this fell short of what you should expect from us, [Name]. We'd like the chance to understand exactly what happened — could you call us on [phone number] so we can look into it directly?

1-star review

We're genuinely sorry to hear this, [Name] — this isn't the standard we hold ourselves to. Could you call us on [phone number] so we can understand what happened and put it right?

Review naming a specific staff member

Thank you for the kind words about [staff name], [Name] — I'll be sure to pass this on, they'll really appreciate it. Thanks again for choosing us.

Review that mentions a competitor by name

Thanks for choosing us, [Name] — glad we could show what sets us apart. We appreciate you taking the time to share your experience.

Deposit / financial dispute review

We take this seriously, [Name], and want to resolve it properly rather than discuss the specifics here. Please call us directly on [phone number] so we can look into your case.

Suspected fake or malicious review

We don't have a record of working with you under this name — if this is genuine, please contact us on [phone number] so we can look into it. (See the Fake Review Flagging Guide for reporting steps.)

Rule of thumb: acknowledge, keep it short and calm, and move anything with real detail to a phone call rather than a public back-and-forth.