

Review Request & Reply Templates

What to actually say — timed to the moment that works, and ready for whatever comes back.

The single biggest lever in review generation isn't the wording — it's timing. Ask right after a clear win (keys handed over, offer accepted, move-in day) while gratitude is highest, not on a fixed schedule that has nothing to do with the client's actual experience.

Request templates

SMS — send within a few hours of the moment

Hi [Name], it was a pleasure helping with [property/transaction]. If you've got 30 seconds, a quick Google review would genuinely help us — here's the link: [review link]. Thank you!

Email — send within 24 hours

Subject: Thank you for choosing [Business Name]

Hi [Name],

Thank you for trusting us with [property/transaction] — it's been a pleasure working with you.

If you have a moment, a short Google review would mean a lot, and helps other buyers/sellers/landlords/tenants in [town] find us: [review link]

Thanks again,
[Your name]

Follow-up — send once, 4-5 days later, only if no response

Hi [Name], just a gentle follow-up in case my last message got buried — if you did have a moment for a quick review, here's the link again: [review link]. No worries at all if not!

Reply templates

5-star review

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

3-star / mixed review

Thanks for the honest feedback, [Name]. We're glad [the positive bit they mentioned] 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], or we'll reach out to you.

1-star / negative review

We're sorry to hear this, [Name], and we'd like the chance to put it right. This isn't the standard we hold ourselves to. Could you give us a call on [phone number] so we can understand what happened and fix it directly?

Rule of thumb: reply to every review, not just the negative ones — an unanswered 5-star review is a wasted opportunity to show you're paying attention. And never argue in public; take anything detailed offline, then leave a short, calm public reply.