

Review Request Message Templates

SMS, email, and an in-person script — for every real moment, not a random fixed schedule.

The biggest lever in review generation isn't the wording — it's timing. Ask right after a clear win, while gratitude is highest, and the request feels natural instead of transactional.

Sale completion (send within a few hours of keys/completion)

SMS

Hi [Name], congratulations on completing! It's been a pleasure helping with [property]. If you've got 30 seconds, a quick Google review would genuinely help us: [review link]. Thank you!

Email

Subject: Congratulations, and thank you

Hi [Name],

Congratulations on completing on [property] — it's been a pleasure working with you throughout.

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

Thanks again,
[Your name]

Letting — move-in day (send within 24 hours)

SMS

Hi [Name], hope the move-in went smoothly! If you have a moment, we'd really appreciate a quick review of your experience with us: [review link]. Welcome to your new home!

Referral (send when someone refers a friend/family member)

SMS or email

Hi [Name], thank you so much for recommending us to [referral name] — that genuinely means a lot. If you've got a spare moment, a quick review would help us just as much: [review link]

Viewing-only (didn't proceed, but the experience was good)

Email — use sparingly, only for a genuinely positive interaction

Hi [Name], thank you for taking the time to view with us — even though this one wasn't the right fit, I hope the process itself felt smooth. If it did, a quick review would help others considering us: [review link]

In-person script (handover meetings, keys, viewings)

"Before you go — if you've got a spare minute sometime today, a quick Google review would really help us out. I can text you the link right now if that's easier?"

Follow up once, 4-5 days later, only if there's been no response — never more than that.