COMMERCIAL FINANCE LAUNCH PROGRAMME · BUILD A COMPLIANT REVIEW HABIT

Review request kit

A post-completion request template plus a using-reviews-compliantly checklist that flags when a review becomes a financial promotion.

01 The post-completion ask

Ask at the natural high point, once the deal completes.

What is your consistent trigger for asking a happy client, and who sends the request?

Are you only ever asking real clients, with nothing offered in return?

02 When a review becomes a promotion

A published review is a financial promotion; sign-off sits with your network or compliance, not with you.

Have you checked your display and use of reviews against the fair-clear-not-misleading standard, with no cherry-picked outcome or rate claims?

Where required, has your network or compliance function signed off how you use reviews?

PREFER THIS DONE FOR YOU?

Want your reviews feeding your profiles and site, compliantly?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

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