ESTATE AGENCY LAUNCH PROGRAMME · BUILD A GOOGLE REVIEWS ENGINE

Review request kit

The words to use at each milestone, a ready SMS and email, and a prompt for your one-tap review link.

01 When to ask

Ask at the natural high points, while the good feeling is fresh. One clear ask per milestone, never a pestering stream.

Offer accepted: how will you word the first, light-touch ask?

e.g. “Delighted we got this agreed for you. If you’ve a minute, a quick Google review really helps a new agency like ours.”

Completion: the main ask, when the job is done. Your wording?

Move-in: a warm follow-up if the moment’s right. Your wording?

02 Your templates

Keep them short and human. Paste your review link where it says [link].

SMS template

e.g. “Hi [name], thanks for trusting us with your sale. A quick Google review would mean a lot: [link]. No worries if not.”

Email template

A couple of warm lines, the review link as a clear button, and a genuine thank-you.

03 Make it one tap

The easier the ask, the more reviews you collect.

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Talk to us

Have you generated your Google review short link?

From your Business Profile, the “Ask for reviews” option gives you a link to share.

Where will the QR code live?

Email signature, a completion card, the office window.

Who replies to each review, and how quickly?

Every review deserves a calm, professional reply within a few days.

04 Stay honest

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

What’s your rough target for genuine reviews a month?

A steady few beats a one-off burst.

> WE CAN DO THIS FOR YOU
>
> Never buy, incentivise or fake reviews. It breaches Google’s rules, risks your whole profile, and destroys the trust that makes reviews worth having. A slow drip of genuine reviews beats a pile of fake ones every time. **digitalroyalty.co.uk**

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