Monthly Review Report

Count at a set time each month, about 15 minutes, with a named owner and deputy. Always show the count next to a percentage, and never judge from one month.

From lesson 5.2. The full course and the reviews audit: reyse.co.uk/resources/reviews. November 2026 edition. General education, not legal advice.

Month: _____ Branch: _____

Platform	Rating	Count	Change	Last 20 replied	Slowest reply	Last 3 months
Google						
Bing						
Trustpilot						
Facebook						

Requests and themes

	This month
Requests sent, against completions and move-ins	
New reviews (all platforms)	
Top three themes, a quote for each (no names)	
Two actions, each with an owner and a date	
Flagged, reported or escalated	

Response rate, recency and recurring themes

Do this first Count your last 20 reviews: how many have a reply, how many came in the last three months, and what repeats.

Fix

Aim for every review answered

- [ ] Target: a reply to every review, most within hours and none waiting longer than 24 to 48 hours. Our practice, not a rule.
- [ ] Clear any backlog first, then make replying a fixed step in your weekly routine (lesson 4.1).

Judge recency against your completions

Expected reviews a month = completions (or new tenancies) × the share you ask × the share who review.

- [ ] Say a branch completes 30 transactions a month, asks everyone, and 1 in 10 reviews: about 3 a month. (The 1 in 10 is invented for the sum; measure your own over three months.)
- [ ] If your newest review is over a month old and you complete several deals a month, it's usually a request problem, not bad luck (lessons 2.1 and 2.2).
- [ ] Fix the request process, never with a one-day burst.
- [ ] Track the last three months as your health number: the all-time total only ever goes up.

Tag themes every month

- [ ] Tag each review with the audience, positive, mixed or negative, and one or two themes.
- [ ] Starter themes. Sellers: communication, valuation accuracy, marketing and viewings, fees, sales progress. Landlords: repairs, rent collection, fees, communication. Tenants: deposits, repairs, communication, move-in and move-out. Buyers: viewings, honesty, updates.
- [ ] A pattern means at least two reviews with the same specific issue, not one loud review.

Turn themes into fixes

- [ ] The review is the symptom; the pattern is the problem. Give each pattern an owner and a process change, such as a weekly repair update or a call after an offer is accepted.
- [ ] Reply publicly with the facts of what changed, without personal details.
- [ ] Reflect real fixes on your website, such as a clearer process page (SEO 6.3).

Write a one-page monthly report

- [ ] Rating and count on each platform, with the change since last month.
- [ ] Response rate and the slowest reply. Reviews in the last three months against completions.
- [ ] The top three themes with example quotes (names removed). Two actions, with owners and dates. Anything flagged, reported or escalated.

> **Then:** Count these at a set time each month, about 15 minutes, with a named owner and deputy. Read themes in more depth each quarter.

Each quarter, add

- [ ] The AI check, logged as "named in X of N answers" (lesson 6.1)	1 hour
- [ ] The competitor comparison, same rival, same sheet (lesson 5.3)	1 hour
- [ ] Re-score the review audit and plan the next 90 days (lesson 7.2)	1 hour

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/reviews