Review Baseline and Log

Fifteen minutes now gives you the before picture every later lesson tries to move. Fill in one row per platform per branch, then log every review as it arrives. The log is also your evidence if a review turns out to be fake.

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

Your baseline (date checked: _____)

Response rate: how many of the last 20 have a reply. Recency: the newest review's date, and how many arrived in the last three months.

Branch	Platform	Rating	Count	Newest	Last 3 months	Last 20 replied	Login owner

Lesson 5.2, reyse.co.uk/reviewscourse/response-rate-recency-themes

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.

Check

Response rate

- [ ] Count your last 20 Google reviews and how many have a reply. Divide by 20 and multiply by 100.
- [ ] Repeat for each other platform in your tracker.

Recency

- [ ] Note the date of your newest review.
- [ ] Count how many arrived in the last three months, separately from your all-time total.

Themes

- [ ] Reread your last 15 to 20 reviews together.
- [ ] Note anything mentioned more than once, even in passing: a delay, a communication gap, a named member of staff.

Ask AI

AI prompt Here are 20 reviews of an estate agency with all names, addresses, property details and staff names removed. Group them into recurring themes by audience (seller, landlord, tenant, buyer), say which are positive and which negative, and quote the exact words for each theme. Don't invent anything that isn't in the text.

The review log

One row per review. Themes: communication, valuation, fees, repairs, deposits, viewings, sales progress, rent collection. No client names in the theme column.

Date	Platform	Stars	Audience	Replied (date)	Theme	Owner	Notes

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