Competitor Review Comparison

Pick the agency you most often lose valuations to and compare like for like, on the platforms you share. Recency and replies matter more than the all-time count. Keep the same rival for a year so you see movement, not noise.

From lesson 5.3. The full course and the reviews audit: reyse.co.uk/resources/reviews. November 2026 edition. General education, not legal advice.

Lesson 5.3, reyse.co.uk/reviewscourse/competitor-review-check

Checking a named competitor's reviews

Do this first Pick the agency you most often lose valuations to, and compare your last 20 reviews with theirs.

Check

Choose your competitor

- [ ] In Google Maps, search "estate agents in [town]" and "letting agents in [town]".
- [ ] Pick the agency that appears next to you, or the one you most often lose valuations to.

Compare the same numbers

- [ ] For both of you, on the platforms you share: review count (all time and the last three months), average rating with its count, newest review date, share of the last 20 with a reply, typical reply speed, and whether replies are specific or generic.
- [ ] Read their last 20 reviews and note the top three praise and complaint themes.

Ask the AI tools

- [ ] Run it three times in a private window, and check every claim against the real profiles. AI can get ratings and counts wrong.

AI prompt Compare the reputation of [your agency] and [competitor] in [town]. What do customers say? Say which sources you used, and tell me if you can't find recent information.

Fix

Read the results the right way

- [ ] Recency and replies before count: a rival with 800 reviews and none in six months is less of a threat than one with 90 reviews and 12 in the last three months.
- [ ] Their complaint themes show what local clients complain about. Make sure your own service and reviews answer that theme honestly.
- [ ] Don't build an advert on a rival's complaints: the ASA upheld complaints in June 2026 against an estate agent's comparisons with named competitors that it couldn't back up.

Close the single biggest gap

- [ ] Response rate: clear the backlog and set the reply routine (lesson 3.1).
- [ ] Recency: fix the request process so every client is asked within 24 hours (lesson 2.1). No one-day bursts.
- [ ] Platform coverage: claim the missing profile (lesson 4.2).
- [ ] Themes: fix the service behind the theme (lesson 5.2). AI answers: work on consistency (lesson 6.1).
- [ ] Write the gap in one sentence, with an owner and a date.

What never to do

- [ ] Don't scrape their reviews against a platform's terms.
- [ ] Don't post, or ask anyone to post, reviews about them: it breaks Google's policy and the law on fake reviews.
- [ ] Don't contact their reviewers, copy their replies, or describe their reviews inaccurately.

> **Then:** Keep the same competitor for a year, in the same sheet, so you see movement rather than noise.

Quarter: _____ Rival: _____

Measure	You	Them	Gap
Google reviews, all time			
Reviews in the last 3 months			
Rating, with its count			
Newest review			
Last 20 with a reply			
Typical reply speed			
Reply style (specific or generic)			
Top praise theme			
Top complaint theme			
Named by AI (X of N answers)			

The one gap we'll close: _____ Owner: _____ By: _____

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