Choosing a Review Provider, and Troubleshooting

Nobody can honestly guarantee reviews, ratings, rankings or AI mentions, and that includes us. Use this before you hire a review tool, agency or freelancer, and when reviewing one you already have.

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

Ask before you sign

- [ ] What exactly will you do each month? (In writing.)
- [ ] How do you ask for reviews? Every client, the same wording, and no step that steers unhappy clients away from the public review.
- [ ] How do you make sure nobody is rewarded for a review? No staff bonuses for review counts, prize draws or discounts.
- [ ] Who writes the replies, and who approves them? A person at our agency approves every one, including AI drafts.
- [ ] Whose name are the accounts in? We own our Google profile, review accounts, domain and data. You're added as a user.
- [ ] Does it link to our CRM, from which trigger, and does it log every send? Don't assume a link to Street, Jupix, Reapit or Alto exists.
- [ ] Where do the reviews and client contact data go, who's the data controller, and what happens to them when we leave?
- [ ] What does reporting show? Response rate, reviews in the last three months, rating by platform, themes and reply times, by branch.
- [ ] What's the contract length, notice period and cancellation cost, and what costs extra (texts, users, branches)?
- [ ] Have you worked with UK estate or lettings agencies, and can we speak to one?

Walk away if you see

- [ ] Guaranteed reviews, ratings or rankings, or a promised five-star average.
- [ ] A "were you happy?" screen before the review link, or low scores sent to a private form.
- [ ] Discounts, vouchers, prize draws or free services for reviews.
- [ ] Fake, bought, staff-written or AI-written reviews, or reviews from family or friends.
- [ ] Offers to remove genuine negative reviews, or to bury them with new ones.
- [ ] Invitations switched on and off, or sent only to clients expected to be happy.
- [ ] Long contracts with high exit fees, or pricing that isn't written down.
- [ ] A provider who wants sole ownership of your profiles or locks in your review history.
- [ ] Replies posted without anyone at your agency approving them.
- [ ] Pressure to sign quickly.

When something goes wrong: the first thing to check

Symptom	First check
Few new reviews	The request flow, the trigger and who's being missed (lessons 2.1, 2.2 and 2.4)
A falling rating	Your last 20 reviews for a repeated theme, and a negative cluster (lessons 5.1 and 5.2), then the service behind it
Reviews missing or disappeared	Duplicate profiles, edits by the reviewer, and Google's removal routes (lessons 4.1 and 3.3)
AI says wrong or old things about your reviews	Your review facts sheet and the figures on your website (lesson 6.1)
Good reviews but few valuation requests	How reviews are shown near your valuation form (lesson 6.2)
A competitor looks stronger	A like-for-like comparison (lesson 5.3)
A tenant's hostile review	Is there something fair in it? Is it really about the landlord's decision? Holding reply, offline, complaints procedure (lesson 3.2)
Your Google profile is suspended or you've lost access	Who's the Primary Owner? Contact Google support, and don't create a new profile (lesson 4.1)

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