Review Reply Templates

Three or four sentences: thank them, mention one specific thing from their review, and sign with a first name and role. Use these as starting points, change the wording every time, and have a second person approve anything about a complaint.

From lessons 3.1, 3.2 · The full course and the reviews audit: reyse.co.uk/resources/reviews · October 2026 edition · General education, not legal advice

---

Everything in a reply is public, permanent and searchable. Never include addresses, reference numbers, rent or fee amounts, deposit details, or anything the reviewer hasn't said publicly. No allegations, legal wording, offers or arguments about the facts.

LESSON 3.1 · REYSE.CO.UK/REVIEWSCOURSE/REPLY-TO-EVERY-REVIEW

Replying to Every Review, Within Hours

DO THIS FIRST Count how many of your last 20 reviews have a reply, then clear the backlog, oldest first.

FIX

Clear the backlog in one sitting

- [ ] Oldest to newest, short and specific. Don't let it build up again.
- [ ] On Google: Read reviews, the reply icon, type your reply, then Reply. To change it later, choose Edit.

Write replies people want to read · Three or four sentences: thank them, mention one specific thing from their review, and sign with a first name and role.

- [ ] Five stars: "Thank you, [first name]. I'm glad the move went smoothly, and I'll pass your kind words to [colleague] in the lettings team. We wish you well in the new home. [Your first name], [branch]"
- [ ] Mixed: "Thank you for the feedback, [first name]. I'm pleased [good point]. I'm sorry [problem] wasn't as it should be, and we're looking at it this week. If you'd like to talk it through, please call [name] on [branch number]."
- [ ] Vary your wording. If every reply says "Thank you for your kind review", readers notice.

Keep replies data-light · Everything in a reply is public, permanent and searchable.

- [ ] Never include addresses, reference numbers, rent or fee amounts, deposit details, or anything about a tenant or landlord the reviewer hasn't said publicly.
- [ ] On a negative review, avoid confirming they were your client. The Property Ombudsman's lettings code says client information may only be used for the purpose it was given.
- [ ] Leave out allegations, legal wording, offers and arguments about the facts.

Make speed possible

- [ ] Turn on notifications to a shared inbox (lesson 1.3), so reviews reach you when they're posted.
- [ ] Give one named person ownership of replies, with a deputy for holidays. Unclear ownership is usually why replies slip.
- [ ] Aim for a reply within a few working hours, and by the next morning at the latest. If you can't answer properly yet, post a short holding reply the same day (lesson 3.2).

Let AI draft, never post

- [ ] Edit it so it sounds like you, and post it yourself. Never let a tool post replies automatically.

AI PROMPT Draft a three-sentence UK-English reply to this review for an estate agency. Thank them, mention one specific point from the review, include no personal data, offer nothing, and don't argue. [paste anonymised review text]

> **Then:** Check your average reply time each month. A fast, poor reply is worse than a slightly later good one.

A Real Process for Negative Reviews, and Taking It Offline

DO THIS FIRST Write a one-page process: who sorts it, who replies the same day, and when it moves to a phone call.

FIX

Step 1: sort it into one of five groups

- [ ] Fair complaint: something did go wrong. Acknowledge it, apologise where it's due, fix it.
- [ ] Misunderstanding: the facts differ but the feeling is real. Reply calmly and move offline.
- [ ] Fake, or not a client: you can't match it to anything (lesson 3.3). Reply once, factually, and flag it.
- [ ] Abusive: threats, hate or private information. Flag it, and don't reply in kind.
- [ ] Legal: alleges a crime, discrimination or a safety problem, or threatens legal action. Post at most a holding line and go to a director or solicitor first.

Step 2: acknowledge it the same working day

- [ ] Thank them, apologise for how they feel (that isn't admitting the facts), name who'll call, and give a way to reach them.
- [ ] Holding reply: "Thank you for telling us, [first name]. We're sorry you're unhappy and we're looking into this today. [Name] will contact you directly."
- [ ] A review that arrives after hours is answered first thing next morning.

Step 3: one owner, and treat it as a complaint

- [ ] One named person owns each negative review until it's closed, and tells the branch manager the same day.
- [ ] Log it in your complaints log. Whether a public review counts as a formal complaint for your redress scheme is for you to confirm with them; treating it as one is the safe default.
- [ ] The Property Ombudsman's lettings code (from 1 May 2026) says acknowledge written complaints within 3 working days, send a formal outcome within 15 working days, and keep complaint records for six years.

Step 4: one calm public reply, then offline · Agree the rule in advance, so it isn't decided in the moment under pressure.

- [ ] One calm public reply. Anything involving dates, figures, documents or names goes to a call or a private message.
- [ ] Wording: "Thank you for raising this, [first name]. We'd like to understand and put it right. Please call [name] on [branch number] or email [branch email]."
- [ ] No personal mobile numbers or reference numbers in public, and no screenshots of private messages.

Know when not to move offline

- [ ] A plain factual error about public information (opening hours, a fee on your website): one short public correction is fine.
- [ ] A serious or legal allegation: post only a holding line and take advice first.
- [ ] Never use "let's take this offline" to bury a review, or make a fix depend on it being removed.

Asking for an update, the right way

- [ ] Only after a genuine fix, and never as part of the fix. Never offer money, a discount or a favour for changing or removing a review: Google, Trustpilot and the CMA all say no.
- [ ] If the matter is closed and the client is happy, you may say once, separately, that they're welcome to update their review if they feel it no longer reflects their experience, with no pressure. Often the best route is to say nothing.

> **Then:** Keep a row in your tracker for every negative review: date, platform, rating, group, owner, reply date, outcome and complaint reference. It's also your evidence if a review turns out to be fake.

By star rating

5 STARS

```
Thank you, [first name]. I'm glad [the specific thing they mentioned] went well, and I'll pass your kind
words to the team. We wish you well in the new home. [Your first name], [role], [branch]
```

4 STARS

Thank you for your review, [first name]. We're glad the overall experience was good. We'd like to hear what we could have done better, so please contact [name] on [branch number]. [Your first name], [branch]

3 STARS, OR A MIXED REVIEW

Thank you for the feedback, [first name]. I'm pleased [the good point, in general terms] went well, and I'm sorry [the problem, in general terms] wasn't as it should be. We're looking at it this week. If you'd like to talk it through, please call [name] on [branch number]. [Your first name], [branch]

2 STARS

Thank you for your honest feedback, [first name]. We're sorry we fell short on [the theme, in general terms, such as communication]. We take this seriously and would like to look into it properly. Please contact [name] on [branch number]. [Your first name], [branch]

1 STAR

We're sorry to read this, [first name]. This isn't the experience we want anyone to have with us. We'd like to understand what happened and do what we can to put it right. Please contact [name], [role], on [branch number]. [Your first name], [branch]

The difficult ones

HOLDING REPLY (THE SAME DAY, WHEN YOU CAN'T ANSWER PROPERLY YET)

Thank you for telling us, [first name]. We're sorry you're unhappy and we're looking into this today. [Name] will contact you directly.

MOVE-OFFLINE LINE (ADD TO ANY REPLY WHEN DETAILS ARE NEEDED)

So that we can look at the details properly and keep your information private, please contact [name] on [branch number].

A REVIEW YOU CAN'T MATCH TO YOUR RECORDS

We take every review seriously but can't match this to an experience with our branch. We've asked the platform to look at it. If you did deal with us, please contact [name] on [branch number].

ABUSIVE REVIEW

We want to hear about your experience and would like to put things right. We'd ask that comments stay respectful, and we'd be glad to discuss this by phone or email. Please contact [name] on [branch number]. [Your first name], [branch]

DATA REQUEST (THEY MENTION THEIR PERSONAL DATA OR ASK YOU TO REMOVE IT)

Thank you for telling us, [first name]. To deal with any request about personal data properly, please contact [name] at [data protection contact] so we can confirm who you are and respond. [Your first name], [branch]

AFTER A GENUINE FIX (A PRIVATE MESSAGE, NEVER PUBLIC, SENT ONCE)

```
Hi [first name], we're glad we were able to resolve [the matter, in general terms]. If you feel your original review no longer reflects your experience, you're welcome to update it, but there's no obligation and we're not asking you to. [Your first name], [branch]
```

- [ ] Only say you've flagged a review if you have.
- [ ] Never say who you think wrote a review.
- [ ] Don't use the move-offline line if the review alleges something illegal or unsafe, the person asked not to be contacted, or a solicitor or regulator is involved. Follow your complaints procedure and take advice.
- [ ] Never offer anything for a review to be changed or removed.

Rather have us do this for you? Our managed reviews service takes it off your hands: reyse.co.uk/products/reviews