Review Request Templates

A short, genuine request sent at the right moment beats a perfect one sent next week. Fill in your trigger map, copy the scripts for each client type, change the words in square brackets and make them sound like you.

From lessons 2.1, 2.2 · The full course and the reviews audit: reyse.co.uk/resources/reviews · October 2026 edition · General education, not legal advice

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Ask every client the same way. Never offer anything in return, never ask only the happy ones, never mention stars or a staff member, and never include personal data, fees or transaction details in a public reply. Every email and text needs your opt-out line (lesson 2.4).

Your trigger map

One row per client type: the event that starts the request, who sends it, and the deadline (the same working day). Pause during a live dispute or complaint, then send the same request once it's settled.

Client	The trigger event	Sent by	Deadline	Reminder (day 4 or 5)
Sellers				
Landlords				
Tenants				
Buyers				

Placeholder	What to put
[review link]	Your branch's direct Google review link (Read reviews, then Get more reviews, on a computer)
[short link]	The same link shortened, one per branch and channel, so you can count clicks
[Opt-out line]	Email: "If you'd rather not hear from us about this, just reply and we won't ask again." Text: "Reply STOP to opt out."
WhatsApp	Use the text wording, and only with clients who already message you there. Treat it like a text.

LESSON 2.1 · REYSE.CO.UK/REVIEWSCOURSE/RIGHT-MOMENT-WITHIN-24-HOURS

The Right Moment, Sent Within 24 Hours

DO THIS FIRST Pick one trigger for each client type, and make the request go out the same working day.

FIX

Write a trigger map

- [ ] One row per client type (seller, landlord, tenant, buyer): the exact event that starts the request, who sends it, and the deadline (same working day).
- [ ] Switch from calendar sending to milestone sending.
- [ ] Not sure of the moment? Ask five recent clients, including one or two who had a bumpy time, when they felt most positive. Don't ask for a review in the same call.

Make it a task, not a memory

- [ ] Add a "request sent" column to your tracker, or a CRM task created by the completion status, and the rule that a file isn't closed until the request has gone.
- [ ] Use a short, genuine template instead of waiting for the perfect personal message. A request sent today beats a perfect one next week.

Automate it · The trigger fires the same day, every time, without anyone remembering.

- [ ] Some property CRMs can send a review email from a status change. Street, for example, lets you choose the milestone and edit the wording.
- [ ] Pick a status that means an outcome (completion, move-in), not a viewing.
- [ ] Ask any supplier two questions: can a status change send the message, and is the send date logged?

Know when not to ask

- [ ] Pause during a live dispute, an open complaint, a deposit disagreement or a collapsed sale.
- [ ] Then send the same request once it's settled. Never asking people who complained is selective asking (lesson 2.4).
- [ ] Write the pause rule down so it's applied the same way to everyone.

> **Then:** Check your real turnaround every quarter. Busy months are exactly when the same-day habit quietly slips.

LESSON 2.2 · REYSE.CO.UK/REVIEWSCOURSE/ONE-CLICK-LINK-ONE-REMINDER

One-Click Easy, With One Reminder

DO THIS FIRST Get a direct review link and QR code for every branch, test it on a phone, and send one reminder four or five days after the request.

FIX

Get your link and QR code

- [ ] On a computer: business.google.com, then Read reviews, then Get more reviews. Copy the link and save the QR code.
- [ ] Put the link in every request template, and the QR code on welcome cards, completion packs and the office wall.
- [ ] Save every branch's link in one shared document.

Count the clicks · Clicks are interest, not reviews, but they show which channel works.

- [ ] Make a short link per branch and per channel with a free shortener such as Bitly.
- [ ] Track the funnel: requests sent, then clicks, then new reviews.
- [ ] There's no UK data on whether email, text or WhatsApp works best, so test in your own business.

Send one reminder, to everyone

- [ ] Four or five days after the request, to everyone who got the first one and hasn't reviewed or opted out.
- [ ] No automation? Add "request sent" and "reminder sent" columns to your sheet and send each Monday.
- [ ] Check any tool's sequence. One example sends a text at one hour, an email on day three and a WhatsApp on day seven: that's three messages. Set it to one request and one reminder.

Stop once they've reviewed, whatever they wrote

- [ ] Google doesn't tell you who used your link, so check new reviewer names by hand, or use a tool that detects reviews.
- [ ] If a tool stops reminders after a review, check it does so for any star rating, not only five stars. Anything else is selective.
- [ ] If you can't tell, write the reminder so it works either way.

Use the reminder wording

- [ ] "Hi [first name], a quick reminder in case the last few days were busy. If you have a minute, we'd really value your honest feedback on how we did: [link]. If you've already left a review, thank you, and please ignore this. We won't message you about this again. [Opt-out line]"
- [ ] Never mention stars, never offer anything, never imply a deadline.

> **Then:** After any change to your Business Profile, tap-test the link again. A one-minute test each quarter is cheap insurance.

Sellers (within 24 hours of completion)

EMAIL. SUBJECT: HOW DID WE DO, [FIRST NAME]?

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Hi [first name], thank you for choosing [agency] to sell your home. We'd value your honest feedback. If you have a minute, you can leave a review here: [review link]. It helps other sellers know what to expect, and we read every one. [Opt-out line]
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TEXT

```
Hi [first name], thanks for choosing [agency]. We'd value your honest feedback: [short link]. [Opt-out line]
```

WHATSAPP (ONLY WITH CLIENTS WHO ALREADY MESSAGE YOU THERE)

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Hi [first name], it's [your first name] from [agency]. Thank you for trusting us with the sale of your home. If you have a minute, we'd value your honest feedback here: [review link]. No problem at all if not. [Opt-out line]
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IN PERSON (ON THE PHONE OR AT COMPLETION)

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"Thank you for letting us help you sell. We ask every client for honest feedback. I'll send you a link, and you can write whatever you feel."
```

Landlords (after the first month, or another moment from your map)

EMAIL. SUBJECT: YOUR FEEDBACK ON HOW WE'RE MANAGING YOUR PROPERTY

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Hi [first name], thank you for choosing [agency] to let and manage your property. We'd value your honest feedback on how we're doing so far. You can leave a review here: [review link]. [Opt-out line]
```

TEXT

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Hi [first name], thanks for choosing [agency] for your rental. We'd value your honest feedback: [short link]. [Opt-out line]
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IN PERSON

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"We're always trying to improve. Would you be happy to share your honest view online? I'll message you the link, and there's no obligation."
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Tenants (after move-in, or at the end of the tenancy)

EMAIL. SUBJECT: HOW WAS YOUR MOVE-IN?

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Hi [first name], we hope you're settling into your new home. We'd value your honest feedback on how we did. If you have a minute, you can leave a review here: [review link]. [Opt-out line]
```

TEXT

```
Hi [first name], we hope you're settling in. We'd value your honest feedback on [agency]: [short link]. [Opt-out line]
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IN PERSON (AT KEY HANDOVER)

"If you have a few minutes in the next day or two, we'd value an honest review. I'll send you the link by message."

Buyers (after completion)

EMAIL. SUBJECT: CONGRATULATIONS ON YOUR NEW HOME

Hi [first name], congratulations on your purchase, and thank you for letting [agency] help. We'd value your honest feedback on how we did: [review link]. [Opt-out line]

TEXT

Hi [first name], congratulations on your new home. We'd value your honest feedback on [agency]: [short link]. [Opt-out line]

The single reminder (four or five days later, the same for everyone)

EMAIL OR TEXT

Hi [first name], a quick reminder in case the last few days were busy. If you have a minute, we'd really value your honest feedback on how we did: [link]. If you've already left a review, thank you, and please ignore this. We won't message you about this again. [Opt-out line]

- [ ] Never send a second reminder.
- [ ] Stop if they've reviewed, whatever the rating, or opted out.
- [ ] Never mention stars, offer anything or imply a deadline.

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