REALTOR BUSINESS BUILDER

Google Review Request Toolkit

Simple scripts and a repeatable follow-up system for earning more genuine Google reviews - without making the ask awkward.

MONTH 2 TOOL
Review request emails + text messages
Follow-up scripts
Response examples
Direct review-link setup
Post-closing checklist

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1. Set Up Your Direct Google Review Link

Make the review easy to leave. Google Business Profile lets you create a direct review link and a QR code from your Business Profile.

On a computer: Open your Google Business Profile -> **Read Reviews** -> **Get more reviews**. Copy the review link. You can also save the QR code Google provides.

Save your link here:

MY GOOGLE REVIEW LINK	

Google policy guardrails

Ask for an honest review from people who had a genuine experience with you. Do not offer gifts, discounts or other incentives for reviews. Do not pressure someone to leave a particular rating or specific wording, and do not selectively solicit only positive reviews.

Tip: Put your direct review link into your CRM templates now. The easier it is for you to send, the more consistently you'll use it.

2. Review Request Scripts

EMAIL - AFTER A SUCCESSFUL CLOSING

Subject: Thank you - one quick favor

Hi [First Name],

Congratulations again on your closing. I really enjoyed working with you and appreciate the opportunity to help you through the process.

If you have a minute, would you mind sharing your experience working with me in a Google review? Feedback from clients helps people who are deciding who they want to work with.

[LEAVE A GOOGLE REVIEW]

Thank you again, and congratulations!

TEXT MESSAGE - AFTER CLOSING

Hi [First Name], congratulations again! I really enjoyed working with you. If you have a minute, I'd appreciate it if you'd share your experience in a Google review. Here's the direct link to make it easy: [REVIEW LINK] - [Your Name]

IN-THE-MOMENT REQUEST

When a client spontaneously compliments your service, you don't need a formal speech. Try: *"I really appreciate that. If you have a minute sometime, would you mind sharing your experience in a Google review? It really helps people who are deciding who to work with. I'll send you the direct link."*

Personalize the first sentence whenever possible. Automation can deliver the message, but it should still sound like it came from you.

3. One Friendly Follow-Up

If a client doesn't leave a review after the first request, don't assume the answer is no. They may simply have been busy. One courteous follow-up keeps the process consistent without becoming uncomfortable.

FOLLOW-UP EMAIL

Subject: Quick follow-up

> Hi [First Name],
>
> Just following up on the Google review link I sent over. No pressure at all - I know you've probably been busy since closing.
>
> If you have a minute, I'd really appreciate your feedback.
>
> **[LEAVE A GOOGLE REVIEW]**
>
> Thanks again!

FOLLOW-UP TEXT

> Hi [First Name], just following up on the review link I sent. No pressure at all - I know you've been busy. If you have a minute, I'd really appreciate your feedback: [REVIEW LINK] - [Your Name]

After this follow-up, stop asking. The objective is a professional system, not repeated pressure.

Suggested CRM timing

Timing	Action
Closing / shortly after	Personal thank-you
1-3 days after closing	Send review request + direct link
5-7 days later	If no review, send one friendly follow-up
When review appears	Reply personally

4. How to Respond to Reviews

A review is part of a public conversation. A short, genuine response shows appreciation and gives future clients another glimpse of how you communicate.

POSITIVE REVIEW RESPONSE

> Thank you, [First Name]. I really enjoyed working with you and appreciate you trusting me to help with your [purchase/sale/move]. I hope you enjoy [the new home/your next chapter] for many years.

SHORT RESPONSE

> Thank you, [First Name]. I really appreciate the kind words and the opportunity to work with you.

DETAILED REVIEW RESPONSE

> Thank you for taking the time to share this, [First Name]. It was a pleasure helping you navigate the process, and I especially appreciate your comments about [detail they mentioned]. Congratulations again!

IF THE REVIEW IS CRITICAL

Keep the public reply calm and brief. Thank the person for the feedback, avoid arguing about transaction details publicly, and invite an appropriate private conversation when useful. Never offer something of value in exchange for changing or removing a review.

Important: Avoid exposing confidential transaction, financial, family or other personal details in a public response.

5. Post-Closing Google Review Checklist

DONE	STEP
[ ]	Direct Google review link saved in CRM
[ ]	Client received a personal closing thank-you
[ ]	Review request sent with direct link
[ ]	Request asks for honest feedback - not a specific star rating
[ ]	No gift, discount, drawing or incentive offered
[ ]	One follow-up scheduled if needed
[ ]	Follow-up stopped after one reminder
[ ]	New review checked and personally answered
[ ]	Public response avoids confidential transaction/client details
[ ]	Review relationship noted in CRM for future client follow-up

Your repeatable system

Closing -> Thank-you -> Review request -> One follow-up -> Review -> Personal response

Consistency matters more than trying to collect a large number of reviews at once. Make this a normal part of your post-closing process.

6. Quick Implementation Worksheet

Use this page to turn the toolkit into a working system today.

DECISION	YOUR SYSTEM
When will I send the first request?	
How many days before my one follow-up?	
Where will I store the review link?	
Who/what will trigger the CRM task?	
Where will I check for new reviews?	
When will I reply to reviews?	

A note from Jay

The Realtor Business Builder series is designed around practical systems you can actually put to work. If you'd like another set of eyes on how your Google Business Profile and reviews appear to a prospective client, send me your profile link and I'll share a few observations.

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Google policy reference: This toolkit is designed around Google's published Business Profile guidance: reviews should reflect genuine experiences; incentives, pressure, and selective solicitation of only positive reviews are prohibited. Google also provides a direct review link and QR code through Business Profile.

Google Business Profile Help: Create a Google link or QR code to request reviews; Tips to get more reviews; Prohibited & restricted content. Guidance reviewed September 2026.