



SCRIPT

## Asking Clients for Reviews

**PREMIERAGENT**  
The power of  Zillow and  trulia

“I read your reviews and I want to work with you.”

Client reviews are a real estate agent’s bread and butter, but for different reasons, many agents forget or are hesitant to ask for them. By letting clients know that reviews help other consumers make more informed buying and selling choices while improving your customer service, you can feel more comfortable asking for their feedback.

These scripts—used in person or through email—can help you get the conversation started.

## Our review scripts cover the following topics:

- Planting the idea
- Remarking when “hero moments” occur
- Making the ask:
  - General appreciation
  - Mentioning the “hero” moments
  - Guiding the review
- Reminding clients 1-2 weeks after closing
- Pinging clients months later:
  - Buyers
  - Sellers



### Planting the idea (that you’re going to ask for a review)

- **“Most consumers read reviews to help them choose a real estate agent,** so at the end of the process, I’m going to ask you the favor of writing a review. I value your input and I think sharing your experience would give others a great idea of what it’s like to work with me.”
- **“Like you, most consumers read reviews to help them choose a real estate agent.** At the end of our process, I’d like to ask you the favor of writing a review so you can ‘pay it forward’ and help someone else who is considering using me as their agent.”
- **“If you read any of my past client reviews, thank you!** I value all the feedback I can get and I’m going to do everything I can to earn your five-star review as well.”



#### PRO TIP

Ask for a review even if you didn’t close the transaction, because you still helped the client to the best of your ability.



## Remarking when “hero moments” occur

- **“I’m glad I was able to solve this before we proceeded with closing.**  
May I remind you of it when I ask you for your review?”
- **“If you’re happy with how I resolved this issue, would you mind jotting down a few details about it?** I would love to have you comment on it when you review me.”
- **“I’m going to jot this down as something you might use on your review;**  
I hope you think it’s worth mentioning, too.”



## Making the ask

### General appreciation

- “[*Contact name*], thank you so much for choosing me as your real estate agent! I enjoyed working with you and hope you are beyond happy with the transaction. I’d like to ask you a favor: Will you take a few minutes and write a review of your experience with me? If you remember when we first started this process, I promised I would earn your five-star review. I hope I’ve fulfilled that, but most importantly, I want your open and honest feedback so that other consumers who read your review will know what it’s like to work with me.

“Here is a link to my [Zillow request form](#) [*insert URL*]. You’ll be prompted to register your email on Zillow as a part of submitting a review (Zillow will never share your email with a third party). It only takes a moment and it helps ensure that reviews are from actual clients.

“Thank you, [*contact name*]. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

- “[*Contact name*], thank you so much for choosing me as your real estate agent! When we first started working together, you mentioned that you had read my past clients’ reviews. I think others who are looking for a real estate agent would also appreciate knowing what it’s like to work with me, so may I ask you to ‘pay it forward’ and write a review about your experience?”

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“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

- “[*Contact name*], thank you so much for choosing me as your real estate agent! I hope you are delighted with how your transaction went and I would love your feedback about it. May I ask you the favor of writing a review about your experience with me? Whether you’re wholly satisfied or just happy it’s over, I would still like to know so that I can keep on doing the things you appreciated and work on the things that need improvement.

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“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

## Mentioning the “hero” moments

“*[Contact name]*, thank you so much for choosing me as your real estate agent! I hope you are delighted with how your transaction went and I would love your feedback about it. May I ask you the favor of writing a review about your experience with me? I’ve included a few of the issues I solved along the way; I hope you considered them particularly helpful, too:

- **Bringing the ceiling stain to the seller’s attention**
- **Clarifying the correct square footage**
- **Discovering a lien on the property**

“I hope these details are useful in helping you write your review. Here is a link to my [Zillow request form](#) *[insert URL]*. You’ll be prompted to register your email on Zillow as a part of submitting a review (Zillow will never share your email with a third party). It only takes a moment and it helps ensure that reviews are from actual clients.

“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

## Guiding the review

### General comments

“*[Contact name]*, thank you so much for choosing me as your real estate agent! I value your opinion about what it was like to work with me and I think other *[buyers/sellers]* would appreciate knowing what they can expect from me. I’d like to ask you the favor of writing a review about your experience with me. Here are some questions that you can answer as part of your write-up:

- **What made you decide to [buy/sell] your home?**
- **Why did you choose me as your real estate agent?**
- **What did you like best about your experience with me?**
- **What do you think I could have done better?**
- **Would you recommend me to your friends and family?**

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“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

## Responding publicly to reviews

Whether a client leaves you a five-star review or a scathing denunciation, you should respond to every review. No matter what the write-up says, nothing is classier than thanking a reviewer for taking the time to share their opinion—and if you graciously and humbly respond to an irate reviewer, you help build your reputation as a likeable and responsive agent who’s focused on customer service.

### Review highlighting property-type expertise

"[Contact name], thank you so much for choosing me as your real estate agent! Your opinion matters a great deal to me and I think other consumers would also like to know about your experience. I'd like to ask you the favor of writing a review about what it was like working with me on *purchasing your condominium*.

"As you know, there are some special considerations when *purchasing a condo, including working with the homeowners association, finding out about the dues history, and reviewing the covenants with you*. I think other prospective condo buyers would appreciate knowing about your specific experience.

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"Thank you, [contact name]. I appreciate you taking the time to give me feedback and I look forward to reading your remarks."

### Review highlighting neighborhood expertise

"[Contact name], thank you so much for choosing me as your real estate agent! I value your feedback about your experience working with me to [find/sell] your home in *Pine Crest Hills*. I'd like to ask you the favor of writing a review about what it was like working with me so others who are considering [buying/selling] a home in *Pine Crest Hills* will know what they can expect from me as their real estate agent.

"I remember you were originally attracted to this neighborhood's *child-friendly parks, plentiful cultural amenities and highly-rated schools*. Please comment on my familiarity with *Pine Crest Hills* and my ability to provide the information you needed to make informed decisions about your transaction.

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"Thank you, [contact name]. I appreciate you taking the time to give me feedback and I look forward to reading your remarks."

## Including an incentive or thank you

"[*Contact name*], thank you so much for choosing me as your real estate agent! I hope you are as delighted with the end results as I am. May I ask you the favor of writing a review about your experience with me? Whether you're wholly satisfied or just happy it's over, I would still like to know so that I can keep doing the things you appreciated and work on the things that need improvement.

"Your input means a great deal to me, so please accept this [*coffee gift card*] as a small token of my appreciation for taking the time to share your experience with other [*buyers/sellers*] who are looking for a real estate agent.

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"Thank you, [*contact name*]. I look forward to reading your remarks."



## Reminding clients 1-2 weeks after closing

"[*Contact name*], thank you again for choosing me as your real estate agent! It's been a couple of weeks since the closing; I hope things have settled down a bit and that you're as delighted with the end results as I am. May I ask you the favor of writing a review about your experience with me? Whether you're wholly satisfied or just happy it's over, I would still like to know so that I can keep doing the things you appreciated and work on the things that need improvement.

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"Thank you, [*contact name*]. I appreciate you taking the time to give me feedback and I look forward to reading your remarks."



## Pinging clients months later

### Buyers

“*[Contact name]*, thank you again for choosing me as your real estate agent! I wanted to wish you a happy *[6-month]* anniversary in your new home! I hope it was an easy move and that things have settled down a bit. May I ask you the favor of writing a review about your experience with me? Whether you’re wholly satisfied or just happy it’s over, I would still like to know so that I can keep doing the things you appreciated and work on the things that need improvement.

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“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”

### Sellers

“*[Contact name]*, thank you again for choosing me as your real estate agent! I wanted to wish you a happy *[6-month]* anniversary on the sale of your home! I hope things have settled down a bit and that you’re as delighted with the end results as I am. May I ask you the favor of writing a review about your experience with me? Whether you’re wholly satisfied or just happy it’s over, I would still like to know so that I can keep on doing the things you appreciated and work on the things that need improvement.

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“Thank you, *[contact name]*. I appreciate you taking the time to give me feedback and I look forward to reading your remarks.”



## Getting started with reviews

Here are some additional resources to help you get more reviews, respond effectively and use them to promote your business:

- [Real Estate Agent Reviews: 19 Tips to Get More](#)
- [Zillow to Launch Zillow Tech Connect: Reviews](#)
- [Agent Reviews: Not Just for Closed Transactions](#)

## Summary

Believable, genuine and honest reviews are worth their weight in gold because other consumers can relate to them. The more reviews you have, good, bad or neutral—and the more professionally you respond to each one—the more complete a picture you give potential buyers and sellers about the value you bring to the table. Top agents make asking for reviews a regular part of their business and marketing strategy; reviews let other buyers and sellers know what to expect from you and they provide you with ongoing feedback to improve your services and stand apart from the competition.

Learn more

For information about advertising on Zillow and Trulia, visit <https://premieragent.zillow.com/pa/> or call 888-561-0321.