

Asking for Reviews: Scripts for Real Estate Agents

Agents can ask for client reviews using a highly personal approach or a more casual tone but should tailor the ask to the preferred communication style of each client. Use these example scripts to tailor your asks; what you say and how you say it can make all the difference in receiving more reviews.

How to ask for real estate reviews in an email

Tell each client in a brief email that you appreciate them working with you. Professional gratitude is a great way to remind them why they chose you in the first place and get them thinking of you in a positive light.

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

"[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? Here is a link to my Zillow request form [insert URL]. You'll be prompted to register your email on Zillow as 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, [Name]. I appreciate you taking the time to give me feedback, and I look forward to reading your remarks."

"[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 like to know so that I can keep on doing the things you appreciated and work on the things that need improvement. Here is a link to my Zillow request form [insert URL]. You'll be prompted to register your email on Zillow as 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.

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If the polite touch isn't quite enough for your market, a token gift might motivate clients to write a review. Simple incentives such as an electronic gift card to a coffee shop, hardware store or Amazon can make a client more enthusiastic about offering a real estate agent review.

"[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 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, [Name]. I look forward to reading your remarks."

Real estate agent review scripts for following up

In case you missed an opportunity to ask for a review in the moment or didn't get a client to write a review upon your first ask, here are some scripts for asking for a review later in the life cycle.

How to ask for a real estate review weeks after closing

"[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 like your review so I can keep doing the things you appreciated and work on the things that need improvement."Here is a link to my Zillow request form [insert URL]. You'll be prompted to register your email on Zillow as 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, [Name]. I appreciate you taking the time to give me feedback, and I look forward to reading your remarks."

How to ask for a real estate review months after closing

Script for Buyers: "[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 a review so that I can keep doing the things you appreciated and work on the things that need improvement."Here is a link to my Zillow request form [insert URL]. You'll be prompted to register your email on Zillow as 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.

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Script for Sellers: "[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 like a review so that I can keep on doing the things you appreciated and work on the things that need improvement." Here is a link to my Zillow request form [insert URL]. You'll be prompted to register your email on Zillow as 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.

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Offer a real estate testimonial template to get clients started

Just getting started on your testimonial can be overwhelming for your clients. Sending a few leading questions can help them begin.

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

Remind clients of the hero moments

These defining wins remind clients what made you the best agent for them.

Spotlighting hero moments in an email

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

Spotlighting hero moments in-person

"I'm glad I was able to solve this before we proceeded with closing. May I remind you of 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 in your review; I hope you think it's worth mentioning too."

Highlight your real estate agent expertise

As a real estate agent, you understand the market and the requirements for buying and selling a home in your area. Remind clients of your specialized so the client can address those qualities in their review.

"[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. I think other prospective condo buyers would appreciate knowing about your specific experience working with me. your remarks."

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

"[Name], thank you so much for choosing me as your real estate agent! I value your feedback about 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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