

Navigating the Buyer's Journey: How Reviews Shape Decisions

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Picture this: A potential client is in the market for their dream home in a new area. Chances are, they're heading straight to Google for research, followed by searching for the top-rated real estate agent in their chosen area.



The numbers don't lie: A 2023 National Association of Realtors (NAR) survey found

96% of home buyers use the internet to search for homes¹,

followed by finding the agent best suited to help them along their journey. And when choosing an agent, **trustworthiness and honesty** were the top deciding factors for buyers, followed by **experience**².

That's where you and the power of online reviews comes in. With internet research dominating the beginning of the buyer's journey, online reviews are essential to demonstrate your experience, expertise and most importantly, your character.

What online reviews do for you:



1. They build trust and credibility.

Online reviews play a significant role in building your trust and credibility. They're a form of social proof, reinforcing your reputation and instilling confidence in potential clients.



2. They show customers you're the best choice.

Nearly 70% of online shoppers read between one and six customer reviews before making a purchasing decision³. That's a huge percentage and a huge number of potential clients. Positive reviews differentiate you from competitors and position you as a top choice.



3. They drive decision-making.

Reviews play a crucial role in the decision-making process. And when 80% of buyers and 67% of buyers only contact **one agent** before working with them, you've got to make a great first impression.



4. They boost your visibility and reach.

Google favors recency and velocity when determining your search ranking, so sending out a review for every transaction you make is a great idea.

Don't fall into the trap of thinking reviews are just about gathering feedback. Start seeing reviews as your secret weapon for business success. When you start harnessing its power effectively, you'll establish an unshakeable online presence and attract a steady stream of satisfied clients.

Top Tip: Encourage clients to leave reviews by emphasizing the importance of their feedback for your personal growth and success. Providing exceptional service and asking for reviews at the right moment can significantly increase the likelihood of receiving positive feedback.

