

Request Reviews Like a Pro: Best Practices for Maximum Results

While encouraging clients to leave reviews is crucial, making the **entire process easy and seamless** is equally important.

86%

Did you know that of consumers are more likely to leave a review if they're asked to by a business directly?

Don't ask, don't get – as pointed out by Brightlocal's 2023 consumer research survey⁵.

Effective Strategies to Encourage Your Clients to Leave Reviews:



1. Make it your MO: At the start of any transaction, let your clients know you regularly ask for reviews, emphasizing how much their feedback means to your business. This speaks volumes about your focus on your personal and professional growth.



2. Pick the right moment: Request reviews shortly after your transaction, with your clients' positive experiences still fresh in their minds. Even better, streamline and automate your review requests with RateMyAgent and choose when you'd like to send the request – at the close of sale, or a delay of two, three or five days later.



3. Provide clear instructions: Make the barrier to entry as low as possible for your clients when they're leaving you a review. When sending a review request, add in a few simple steps guiding your client on the platform of your choice, reminding them that it only takes a few minutes of their time.

Top Tip: RateMyAgent's review requests have no **sign-up requirements**, and also send requests via email or SMS, making the whole journey as simple as possible for your clients.



4. Personalize your request: Personalized requests usually achieve a higher response rate. Taking the time to establish a personal connection and showing genuine gratitude will motivate clients to share their positive experiences with you.



5. Follow up (the smart way): If you haven't received a reply from your client, don't give up. Sending a follow up email or even a friendly call to remind them about your request is a great idea. If you're looking to save time (especially when juggling multiple clients), RateMyAgent can help with automated follow-up emails reminding your clients to leave a review.

While these strategies will help lift your review response rate, we know it can be tedious to juggle spending time with your clients and managing your administrative tasks. That's where RateMyAgent and our industry-leading feature, Easy Reviews, can help.

Easy Reviews automates the entire customer review process, cutting your time spent managing different platforms, accounts and inboxes.

You'll **remain in full control at all times**, with options to personalize your review requests, set custom email delays and even cancel a request if you change your mind. All you have to do is set and forget – then sit back and watch your pool of reviews grow.

With 2.5x the response rate compared to industry standards, try RateMyAgent for yourself and watch your reviews flood in

Start my 14 day free trial today

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