View Agents™

Get more Google reviews in 30 days

A practical playbook for estate agents. Four weeks, one simple routine, and more proof on show every time a vendor or landlord looks you up.

WEEK 1
Set up

WEEK 2
Ask at the right moments

WEEK 3
Reply to everything

WEEK 4
Show it off

INSIDE

Your 30-day plan

01	Why reviews win you instructions	p.3
02	Week 1: set up	p.4
03	Week 2: ask at the right moments	p.5
04	Week 3: reply to everything	p.6
05	Reply templates you can use today	p.7
06	Week 4: show it off	p.8
07	What View Agents offices see	p.9
08	Your one-page checklist	p.10

Each week has a short list of jobs. Do them in order and by day 30 you'll have a steady flow of new reviews, replies that build trust, and proof on show wherever vendors and landlords look.

Every week ends with a note on how View Agents can take some of the work off your hands. Use the plan with or without us.

Customers expect a reply, and they expect it soon

89% of consumers expect business owners to reply to their reviews.

32%
now want a reply by the next day, up from 18% a year earlier

88%
of reviews get a reply at the typical office among the UK's most-reviewed agents

56 hours
is how long that typical office takes to reply

Before a vendor books a valuation or a landlord hands over their keys, they read what your last customers said, and how you answered. A steady stream of fresh reviews, with a quick and thoughtful reply under each one, tells them you're busy, trusted and paying attention.

The agents who win on reviews aren't doing anything magic. They make it easy to leave a review, ask at the moments customers are happiest, reply quickly and put the results where people will see them. That's this plan.

Consumer figures: BrightLocal, Local Consumer Review Survey 2026, 1,002 US adults. Agent figures: View Agents, The Review Gap. We read the latest 100 Google reviews of each of 2,486 of the UK's most-reviewed offices on 4 October 2026. Typical means the median office.

WEEK 1

DAYS 1 TO 7 · SET UP

Make leaving a review one tap away

Every extra step loses you reviews. This week you make sure every review site is working for you, and that a happy customer can reach your Google review box in seconds.

1. **Put all your reviews in one place**
   Use a free page that gathers them, or a set time each week to check every site. Either way, nothing slips past you.

2. **List every review site you're on**
   Google, Facebook, Trustpilot, Yell and allAgents. Customers leave reviews where they already are. A site you aren't watching is a review you never answer.

3. **Make sure you see new Google reviews**
   Check you can see and answer new Google reviews as they land, so you can thank people while the move is still fresh.

4. **Get your direct "write a review" link and QR code**
   Your Google Business Profile gives you a link to share for reviews. Put it in your email signature and completion emails. Put the QR code on your desk, window cards and key envelopes. One tap opens the review box, with no searching for your listing.

> **Quick test: open your review link on your own phone. If it doesn't land straight on the review box, fix it before you send it to anyone.**

HOW VIEW AGENTS HELPS

Claim your free View Agents page and see your reviews from every site in one place. Ask us for your personal "Check your review platforms" link to confirm each site or add a missing one, and connect Google and Facebook from your dashboard. **Coming soon:** your Google "write a review" link and QR code, made for you. Talk to us about setting up

WEEK 2

DAYS 8 TO 14 · ASK

Ask when your customers are happiest

The easiest reviews to win are the ones you ask for at the right moment. Build the ask into three moments you already have.

Completion day

The sale has gone through and the relief is real. Send your request the same day.

Keys handed over

Buyers are excited and grateful. Hand over a card with your QR code alongside the keys.

Tenancy start

New tenants and landlords both have a fresh view of your service. Ask each of them.

Choose a feedback style that suits your customers

Classic
The familiar "how likely are you to recommend us?" score.

One tap
Tap a number to start. Quick on a phone.

Slider with faces
Drag to score and pick what stood out.

Proof card
Shows your Google rating up front and asks who helped.

Chat
A friendly conversation, one question at a time.

Credit your team

Give each negotiator and property manager their own review link or QR code. Reviews that name a person feel more genuine, and your team sees the praise they earned.

Keep it personal

Send the request from the person who handled the move, use the customer's first name and keep it to two lines.

HOW VIEW AGENTS HELPS

Pick any of the five feedback styles and send it at completion, keys or tenancy start. Team links credit the right person. Every customer can still reach your review links, and lower scores get a private feedback step first, so you hear about problems early. See the styles in action

WEEK 3 DAYS 15 TO 21 · REPLY

Reply to every review, within a day

31% of the UK's most-reviewed offices usually reply within a day. Do the same and you're in the fastest third.

28%
of those offices usually take more than a week to reply

41 hours
typical reply time at brands with 20+ offices

100 hours
typical reply time at single-office agents

A reply is read by every future customer, not just the reviewer. A quick, personal thank-you shows you care. A calm answer to a complaint shows how you handle problems. Both win you business.

1. **Give one person the job**
   Big brands are faster because someone owns it. Pick a name and a time of day to check.

2. **Answer the low scores first**
   Thank them, say sorry for what went wrong and invite them to call you. Keep the detail offline.

3. **Use templates as a starting point**
   Then add one real detail: the street, the person who helped, the moment that mattered. The next page has three to copy.

HOW VIEW AGENTS HELPS

AI-suggested replies for every review, written in your own tone, so you can answer in minutes rather than days. You check, tweak and post. Ask us for a demo

Reply figures: we read the latest 100 Google reviews of each of 2,486 of the UK's most-reviewed offices on 4 October 2026. Times are the median for the typical office.

WEEK 3 · REPLY TEMPLATES

Three replies you can use today

Swap the words in square brackets for real details. A reply that mentions something specific reads as written by a person, because it was.

★★★★★ Five stars

Thank you, [first name]. It was a pleasure helping you [sell your home on Elm Road / find your new flat]. [Colleague] will be delighted to read this. Enjoy the new home, and we're here whenever you need us. [Your name], [branch]

★★★ Mixed

Thank you for the honest feedback, [first name]. We're glad [the good part] went well, and sorry that [the problem] fell short. We'd like to put that right. Could you call me on [number]? [Your name], [role]

★ One star

[First name], I'm sorry to read this. It isn't the service we aim to give, and I'd like to understand what happened. Please call me directly on [number] so I can help. [Your name], [role]

Five rules for every reply

- **Reply within a day.** Speed shows you're paying attention.
- **Use their name and one real detail.** Never paste the same reply twice.
- **Never argue in public.** Acknowledge, apologise for the experience and move the conversation to the phone.
- **Keep private details private.** No prices, addresses or case details in a public reply.
- **Sign it.** A name and role turns a brand into a person.

> **Write for the next vendor, not just the reviewer. They're the one deciding whether to call you.**

WEEK 4

DAYS 22 TO 30 · SHOW IT OFF

Put your reviews where vendors decide

Reviews only win instructions if people see them. This week you put your best ones in front of vendors and landlords, wherever they're looking.

1. **Add review widgets to your website**
   Show your latest reviews on your home page and valuation page, so visitors see proof right where they decide to get in touch.

2. **Share your best reviews on Facebook and Instagram**
   A real customer's words do more than any advert. Post a few a week and your feed stays fresh without extra writing.

3. **Use the seasons**
   A new year, spring market or summer moves post with a review attached gives followers a timely reason to look at you again.

4. **Use directory pages and awards**
   Keep your agent directory pages up to date, such as your page on The Trusted Agent, so people searching in your area see your reviews. If you win an award, add the badge to your website, emails and window.

Remember the small sites

Show Facebook, Trustpilot, Yell and allAgents reviews too. Show review counts and real quotes, and let customers click through to read the rest.

Say thank you to your team

Share the week's best reviews in your team meeting. Credit is the easiest way to keep the asking going.

HOW VIEW AGENTS HELPS

Add review widgets to your website, and post your best reviews to Facebook and Instagram from your dashboard. Your Trusted Agent page shows your reviews, and any 2026 Trusted Agent award you've won. **Coming soon:** scheduled automatic posting, seasonal posts and quarterly award badges. Talk to us

What View Agents offices see

+1.4 more Google reviews a month in the first six months, on average, compared with similar offices over the same months.

+1.7 a month

over 12 months, compared with similar offices over the same months

+4.6 a month

for offices on the Pro package over 12 months, from a small sample of 14 offices

Offices that started actively using View Agents review invites went on to collect more Google reviews than similar offices that didn't. Every extra review is more proof for the next vendor who looks you up.

How we worked this out

We compared UK offices that started actively using View Agents review invites with offices that didn't. Each was matched with similar offices: the same level of Google reviews a month beforehand, in the same broad region. We then compared how their Google reviews changed over the same calendar months, so the market, the season and the property cycle affect both groups alike. Offices choose when to start, and keen offices often start when they're already pushing for reviews, so treat these figures as a guide, not a promise. The Pro figure comes from only 14 offices. We found no clear change in reply rates, so we don't claim one.

Source: View Agents study of Google reviews before and after offices started using View Agents review invites, October 2026. Averages across offices.

Your 30-day checklist

Print it, pin it up, tick it off.

WEEK 1 · SET UP

- [ ] Put all your reviews in one place
- [ ] Check Google, Facebook, Trustpilot, Yell and allAgents are all listed
- [ ] Make sure you see new Google reviews as they land
- [ ] Get your direct "write a review" link
- [ ] Add the link to every email signature
- [ ] Print your QR code for the desk, window and key envelopes

WEEK 2 · ASK

- [ ] Ask on completion day
- [ ] Ask when keys are handed over
- [ ] Ask at every tenancy start, tenant and landlord
- [ ] Choose your feedback style
- [ ] Give each person their own review link

WEEK 3 · REPLY

- [ ] Name one person to own replies
- [ ] Set a daily time to check new reviews
- [ ] Reply to every review within a day
- [ ] Answer low scores first, and take them offline
- [ ] Save your three reply templates

WEEK 4 · SHOW IT OFF

- [ ] Add a review widget to your home and valuation pages
- [ ] Share your best reviews on Facebook and Instagram
- [ ] Plan one seasonal post
- [ ] Update your directory pages, such as The Trusted Agent
- [ ] Add any award badges to your website and emails

Want a hand with any of it? We'll help you set it up.

Talk to us