View Agents™

The Review Gap

What 3 million estate agent reviews say about who replies, how fast, and where in the UK it matters most.

1.4m
reviews never got a reply

67%
of Google reviews answered in 2026, up from 30% in 2017

99%
of Yell reviews are never answered

INSIDE

Seven things the reviews tell us

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We analysed every approved review View Agents holds for UK estate agency branches: 2,975,493 reviews from Google, Trustpilot, Facebook, Yell and View Agents, each counted once, collected since 2008.

For chapter 06 we looked at speed. We read the latest 100 Google reviews of each of 2,486 of the UK's most-reviewed offices on 4 October 2026.

01 · REPLIES

Nearly half of all estate agent reviews are left unanswered

47% of reviews never get a single reply from the agent.



1,579,023 reviews

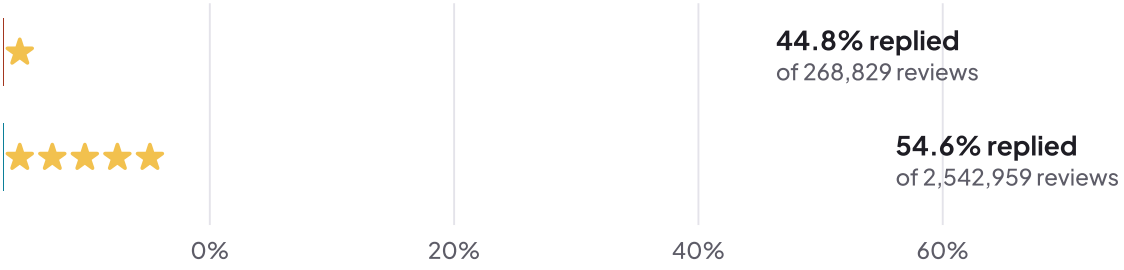
1,396,470 reviews

> **That's 1.4 million customers who took the time to write a review and heard nothing back.**

Every review is a public conversation. Buyers and sellers read the reply as closely as the review itself, because it shows how an agent behaves when no one's selling anything.

More than half of one-star reviews never get a reply

55% of one-star reviews go unanswered. Five-star reviews are a fifth more likely to get a reply.



1 in 11
reviews is one star: 268,829 in all

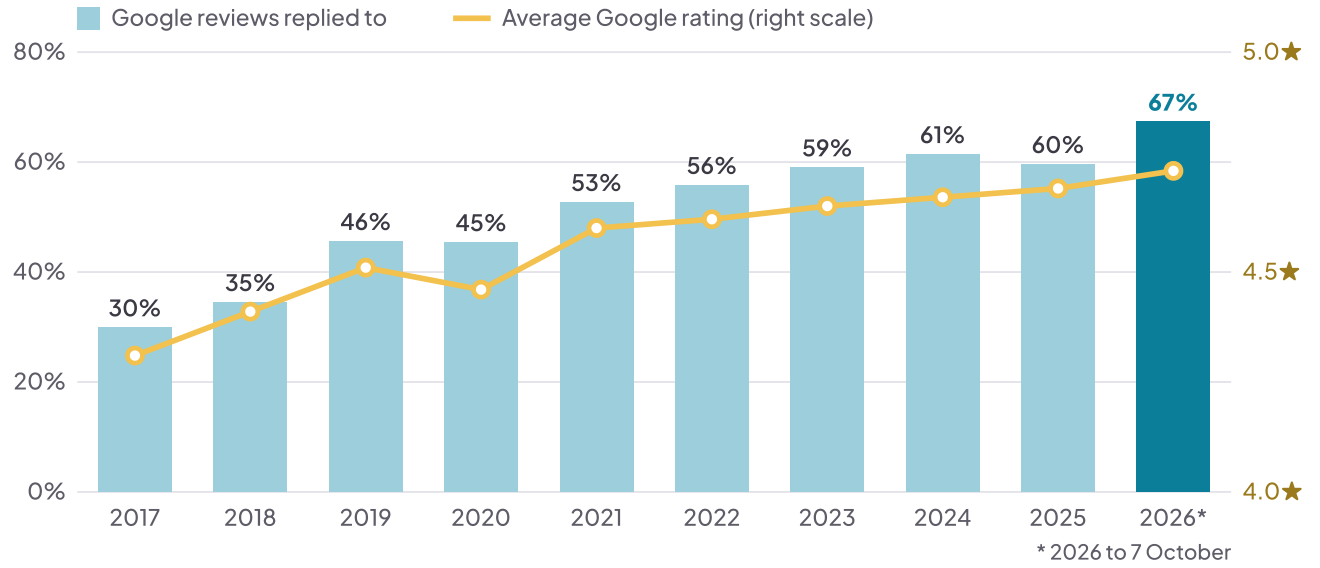
85%
of reviews are five stars

148,362
one-star reviews still waiting for a reply

A one-star review with no reply is the first thing a nervous seller notices. A calm, specific answer often does more for an agent than another five-star review.

The reply rate has more than doubled, and 2026 is the best year yet

67% of Google reviews answered so far in 2026, up from 30% in 2017.



4.31 → 4.73
average Google rating, 2017 to 2026

2.3×
the share of reviews answered, 2017 to 2026

1 in 3
Google reviews still unanswered in 2026

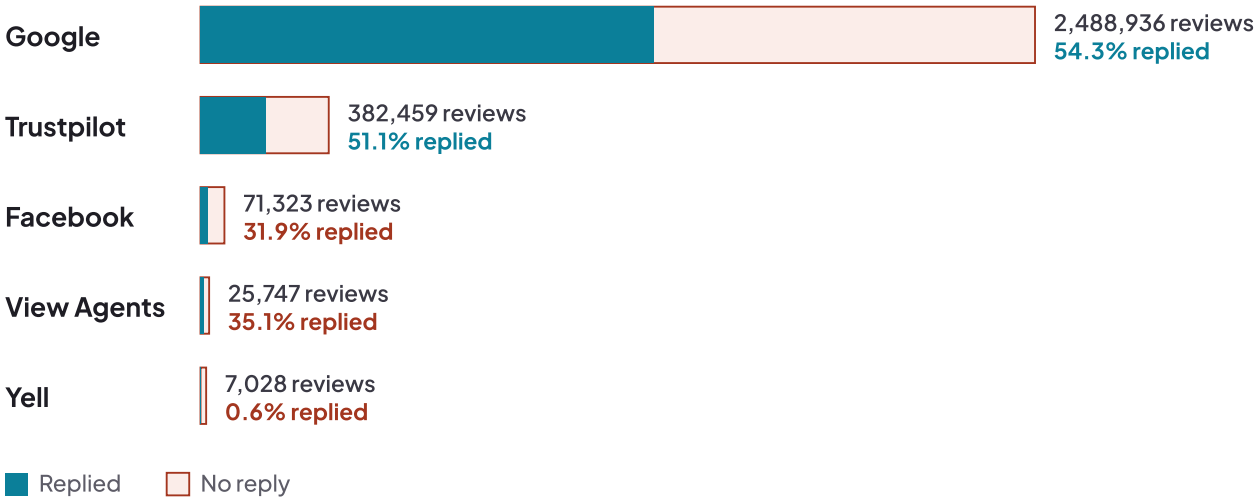
The postcode lottery: South East agents reply 68% more often than Northern Ireland's



REGION	GOOGLE REVIEWS	AVG RATING
South West	**200,158**	**4.67**
South East	449,775	4.65
East of England	250,316	4.64
London	673,546	4.64
North East	53,566	4.59
Yorkshire and The Humber	148,656	4.55
Northern Ireland	45,416	4.54
North West	198,227	4.53
East Midlands	133,294	4.53
Wales	59,348	4.51
West Midlands	176,087	4.50
Scotland	**77,997**	**4.47**

Google reviews only, each counted once. Highlighted: highest and lowest average rating. The South West is rated highest (4.67) and Scotland lowest (4.47). London replies less often than most of England.

Where the reviews are, and where nobody's listening



99%

of Yell reviews never get a reply: 45 replies to 7,028 reviews

2 in 3

Facebook reviews go unanswered

84%

of all estate agent reviews are on Google

Google is where the reviews are and where agents reply most. Reviews on smaller sites are still read by buyers and sellers, yet are almost never answered.

06 · REPLY SPEED

Even the UK's most-reviewed agents take more than two days to reply

56h is the typical time to reply to a Google review, among the UK's most-reviewed offices.



Within a day | 1 to 7 days | Over a week

88%
of reviews get a reply at the typical office. Most do reply, just slowly.

48%
of offices reply to 90% or more of their reviews

28%
reply to fewer than half, and 116 offices (4.7%) replied to none

> **Customers notice the wait. 89% expect business owners to reply to reviews, and 32% now want a reply by the next day, up from 18% a year earlier.**

Consumer figures: BrightLocal, Local Consumer Review Survey 2026, 1,002 US adults. Office figures: we read the latest 100 Google reviews of each office on 4 October 2026. 2,486 UK offices, the top one in eight by Google review count, each with 163 or more Google reviews: 247,433 reviews in all. Figures are for the typical (median) office.

06 · REPLY SPEED

Big brands reply more, and faster

41h is the typical reply time at brands with 20 or more offices. Single-office agents take about 100 hours.

Brands with 20+ offices

92% replied
typically within about 41 hours

Single-office agents

71% replied
typically within about 100 hours

79 hours

London is the slowest large region, replying to 82% of reviews

27 hours

the South West is the fastest region to reply

70%

Wales has the lowest reply rate in Great Britain

> **Offices with no 1 or 2 star reviews in their latest 100 reply to 95% of their reviews. Offices with six or more reply to 77%.**

Brands with a central routine reply more and faster. An independent can match them with a daily check and a few reply templates, written fresh for each review. Replying within a day puts an office among the fastest third of the UK's most-reviewed agents.

Same snapshot as the previous page. Reply rate and reply time are the median across offices. These are the busiest, most review-minded offices, so their figures will be higher than for the market as a whole.

07 · WHAT WORKS

What the best agents do differently

REPLY TO EVERYTHING

Every review, every platform, within a day

Nearly half of reviews get no reply. Answering all of them, ideally within a day, puts you ahead of most agents in your town straight away.

START WITH THE WORST

Answer one-star reviews first

More than half go unanswered. A calm, specific reply shows the next seller how you handle a problem.

DON'T FORGET THE SMALL SITES

Yell and Facebook

Buyers read them, and almost nobody replies there. It's the easiest place to stand out.

KNOW YOUR PATCH

Benchmark locally

A 52% reply rate is ordinary in London and leads the field in Northern Ireland. Compare yourself with the agents your customers compare you with.

See your branch's reply rate, rating and local rank, free.

viewagents.com

ABOUT THE DATA

How we did it

- Source: the View Agents database, read on 7 October 2026. View Agents collects reviews for UK estate agency branches from Google, Trustpilot, Facebook, Yell and its own review pages. Suppliers to the industry are excluded.
- Each review is counted once. Some reviews, especially company-wide Trustpilot reviews, are held against several branches of the same company, so we matched copies on reviewer, rating, date and opening text. That leaves 2,975,493 reviews.
- A review counts as replied to when the agent has posted at least one reply.
- The trend and regional figures use Google reviews only, because each Google review belongs to one branch. Regions come from the branch's postcode area.
- Yearly figures compare the share of reviews replied to and the average rating. We don't compare raw review counts between years, because they depend on how many reviews were collected in each year.
- 2026 covers 1 January to 7 October.
- Chapter 06 uses a separate snapshot. We read the latest 100 Google reviews of each office on 4 October 2026: 2,486 UK offices, the top one in eight by Google review count, each with 163 or more Google reviews, 247,433 reviews in all. Reply rate is the share of those reviews with an owner reply. Reply time is the gap between review and reply: we take each office's median, then the median across offices. These are the most-reviewed offices, so their figures will run higher than the market as a whole.
- Consumer expectations come from BrightLocal's Local Consumer Review Survey 2026, a survey of 1,002 US adults: brightlocal.com/research/local-consumer-review-survey

Questions about the data: support@viewagents.com