

Grow your online presence with customer reviews

Customer reviews are one of the most important elements of advertising with Zillow Group. Here's why they matter and how you can use them as a tool to close more loans.

Why reviews matter

Stand out from the competition

Customers constantly compare professionals online. Positive customer reviews can help you stand out on Zillow, Trulia and in Google search results.

Earn trust

A history of positive reviews can help you build trust with potential borrowers by demonstrating your work style and customer service.

Manage your online reputation

Build a great online reputation by soliciting reviews from your best customers and responding directly to every review that you receive.

How to get reviews

We analyzed the review process of our top performing lenders, and they all used the same tactics:

Ask for reviews directly

Many of your past clients will gladly leave you a review, but most won't write a review until they are asked to.

Call first, then email

Call your clients to ask for a review in person. Then follow up with an email that includes your direct review link.

Be persistent

If you haven't received a review after asking a client, follow up at least 3 times over a 2-week period before giving up.

Always promote reviews

Include a direct review link in your email signature and on your website, and remember to ask every client for a review.

Respond to every review

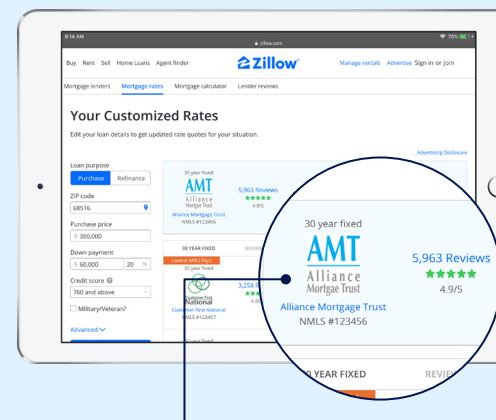
Respond to all customer reviews, including positive and negative reviews, to show your commitment to delivering excellent service.

Did you know?



5.4 million+
customer reviews
of real estate
professionals on Zillow

Where your reviews appear



- Custom Quotes listings
- Connect results
- Co-marketing listings
- Google search results
- Lender directory profile

