



Your company name

REVIEW REQUEST SCRIPTS

Address _____

Phone _____

Email _____

License # / registration # _____

Prepared by _____

Date _____

Fill in: the [brackets] once with your details, then copy the words. Thin reviews look fake to homeowners. A specific ask gets a detailed review.

WHEN TO ASK

1. At the final walk-through, ask in person (script 1).
 2. The same evening, send one text with the review link (script 2).
 3. Day three, send one email if no review is up yet (script 3). A customer who said yes in person gets the day-ten text instead (script 4).
- **Never more than three asks. Then stop.**
 - **Never offer anything for a review: no discount, gift or prize draw. Platform rules forbid it.**
 - Ask for an honest review, not for 5 stars.

SCRIPTS: ASKING

1. In person at the walk-through

When to send: At the final walk-through, once the customer has seen the finished roof and says they are happy.

"[Customer name], thank you for choosing us. Are you happy with the roof?" [Wait for the answer.] "Reviews help other homeowners in [town] find a roofer they can trust. Would you write a short one about this job? I will text you the link tonight."

2. Text, the same evening

When to send: The same evening, after the crew leaves. Send it from your business phone.

Hi [Customer name], this is [your name] from [company]. Thanks again for trusting us with your roof. Here is the review link I promised: [review link]. Two or three sentences about the job help other homeowners a lot. Thank you!

3. Email, day three

When to send: Three days after the job, only if no review is up yet.

Subject: How did we do on your roof?

Hi [Customer name], thank you again for choosing [company]. If you have two minutes, please leave a review here: [review link]. Two questions can help you start: What was the roof like before, and what did the crew do that you did not expect? [Your name], [phone]

4. Text, day ten, last ask

When to send: Day ten, for a customer who said yes but did not post. This is your last ask.

Hi [Customer name], one last note from [company]: if you still plan to leave that review, here is the link: [review link]. Thank you either way.

WHERE THE LINK GOES

Google: In your Google Business Profile, choose “Ask for reviews” and copy the short link.

Facebook: Your Page’s reviews (Facebook calls them recommendations), if you use them.

Better Business Bureau: Your business profile page, if you are listed.

Google review link _____

Facebook page link _____

BBB profile link _____

SCRIPTS: REPLIES AND THE REST

5. Reply to a 5-star review

When to send: Within two days of the review. Pick one version.

Short: Thank you, [Customer name]. It was a pleasure to work on your home.

Names the job: Thank you, [Customer name]. Our crew enjoyed the [roof replacement] on your [town] home, and we are glad you noticed [detail from the review]. Call us at [phone] any time.

6. Reply to a 3-star review

When to send: Within one day. Thank them, name what went well, and own what did not.

Thank you for the honest review, [Customer name]. We are glad the [what went well] met your hopes, and we are sorry the [what went wrong] did not. We want to make it right. Please call me, [your name], at [phone] so we can talk.

7. Reply to a 1-star review

When to send: Within one day. Stay calm. Do not argue and do not share job details in public.

[Customer name], we are sorry this job did not meet your hopes. We take it seriously and want to hear the full story. I will call you by [day] and [one thing you will do]. You can also reach me at [phone]. [Your name], [company]

8. A review you believe is fake

When to send: When the review names no job you can find in your records.

Check your job records for the name and the address. If you find no job, use the platform’s report process (on Google, report the review from your Business Profile). Never pay anyone to remove a review.

Short reply: “We cannot find a job under this name. Please call us at [phone] so we can help.”

9. Ask the adjuster or agent who referred the job

When to send: After the job is closed and the customer is happy. Send it by text or email.

Hi [name], thank you for sending [customer name] our way. We finished the roof at [street] on [date]. If you liked working with us, a short review of [company] would mean a lot: [review link]. Thank you, [your name]