



The Power of Reviews



1 THE POWER OF REVIEWS

1.1 THE GROWTH OF REVIEWS

Socialnomics.net

<https://Socialnomics.net/>

“Socialnomics: How Social Media Transforms the Way We Live and Do Business” by Erik Qualman

<https://equalman.com/shop/>

1.2 REVIEW SOURCES FOR CONSUMERS

www.Amazon.com

“Top 10 Largest Databases in the World”

<http://csnipuntech.blogspot.com/2014/05/top-10-largest-databases-in-world.html>

www.Yelp.com

Claim Your Business Page!

www.Zillow.com

www.Facebook.com

Angie's List – <https://www.angieslist.com/>

www.Linkedin.com

Get Recommendations & Endorsements

What is a Testimonial vs. a Review?

Google+ <https://plus.google.com/>

Customize your Google+ Business link: <https://support.google.com/business/answer/7035772?hl=en>

The Power of Reviews
Mark Porter

Others:

For Advanced Users... Google "Schema Rich Review Snippets!"

Watch Lori Ballen's "Where to Collect Real Estate Reviews in 2018"

<https://youtu.be/TJoD-DKJD4Y>

2 PROACTIVE REPUTATION MANAGEMENT

2.1 SAMPLE FEEDBACK LETTER

Dear Larry,

First of all, **thank you for your business and referrals!** Entrusting us with your real estate needs is certainly appreciated. Your confidence and experience in our service is something we do not take lightly.

Please do us a favor so we can better serve you. We understand it is not always easy to give frank and honest feedback but even worse for us... to go on doing something that is not quite right. Please take a moment and reply with something we could do better or a suggestion to consider so we might improve the experience in some way for you or your friends, relatives or neighbors.

If there is anything we could improve on, **PLEASE TELL US.** Feel free to contact us at (214) 449-1022 or Info@CastleHillsRealEstate.com, we'd love to hear from you.

If we did our job, **PLEASE TELL EVERYONE ELSE.** We have multiple places for positive public feedback opportunities listed below. Go to one or all and please take moment to comment!



Thank you,

Mark Porter

Broker Owner & CRS - Certified Residential Specialist
1101 Morgan Lefay LN, Lewisville TX 75056 (214) 449-1022



2.2 SIGNATURES

2.3 DIRECT REQUESTS

2.4 GOOGLE ALERTS

<https://www.google.com/alerts>

2.5 WEBSITE REVIEW PAGE

<https://www.castlehillswirealestate.com/review-us/>

The screenshot shows the 'REVIEW US' page for Castle Hills Real Estate. At the top, there is a navigation bar with links for 'HOME', 'ABOUT', 'BLOG', 'LISTINGS SEARCH', 'DALLAS', 'CARROLLTON', 'LEWISVILLE', 'CASTLE HILLS', and 'NEW CONSTRUCTION'. Below this is a secondary navigation bar with links for 'SOLD: 2612 CASE CASTLE CT', 'TREC INFO ABOUT BROKERAGE SERVICES', 'TREC CONSUMER NOTICE', 'CONTACT', and 'REVIEW US'. The main heading is 'REVIEW US'. The page contains three paragraphs of text, a 'GET IN TOUCH' form with fields for First Name, Last Name, Email Address, Phone Number, and a question box, and a 'SEND' button. Below the text are social media icons for Yelp, Facebook, Google+, LinkedIn, and Nextdoor. At the bottom right, there is an 'ABOUT' section with a profile picture and the name 'MARK & LINDA'.

ARE YOU A MEMBER? [LOG IN](#) [REGISTER](#)

CASTLE HILLS
REAL ESTATE

(214) 449-1022 [in](#) [yt](#) [f](#) [p](#) [t](#) [i](#) [g+](#) [+](#)

[HOME](#) [ABOUT](#) [BLOG](#) [LISTINGS SEARCH](#) [DALLAS](#) [CARROLLTON](#) [LEWISVILLE](#) [CASTLE HILLS](#) [NEW CONSTRUCTION](#)
[SOLD: 2612 CASE CASTLE CT](#) [TREC INFO ABOUT BROKERAGE SERVICES](#) [TREC CONSUMER NOTICE](#) [CONTACT](#) [REVIEW US](#)

REVIEW US

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[yelp](#) [f](#) [g+](#) [in](#) [R](#) [✈](#)

[Angie's list](#) | [REVIEW US!](#) [Nextdoor](#)

GET IN TOUCH

First Name

Last Name


Email Address

Phone Number (used as password)

Any questions for us?

SEND

ABOUT

 **MARK & LINDA**

