

Reviews: The Marketing Tool You Can't Afford to Ignore

Online reviews play a role in almost every purchasing decision, and the more positive ones you have, the more likely prospects are to trust you. Show off your five-star service and boost credibility by incorporating review requests into your post-project workflow. It may become one of the best tools you have for edging out the competition and closing new business.



Automate Your Review Process

Make review gathering more efficient by sending requests quarterly or bi-monthly through the 'Get Reviews' tool on your Houzz profile. Just enter the client's email address, edit the pre-populated message, and we'll take it from there. Along with your note, your client will receive directions for filling out the review. Once approved, it'll automatically show up on your profile for all to see.

"I have an Excel doc that I use to keep track of projects I finish. Every couple of months, I'll send out a bunch of review requests. If they respond, I'll just check them off in my Excel doc. If they don't, I'll try again."

Jennifer Howard, JWH Cabinetry



Make It Personal

Boost your chances of getting a review by personalising your email. Address your client by name, mention the project, and express gratitude for their business. Then, clearly state your review request – emphasising the value of their honest feedback.

EMAIL PROMPTS

Asking clients about a room or feature you worked on is a great way to personalise your email. Here are some ideas:

- "How's the new home office? I bet the added privacy is a game-changer."
- "Have you hosted a big family dinner in your new dining room yet?"
- "Are you loving that low-maintenance outdoor terrace?"

WHY IT MATTERS

- **98%**
of people read online reviews for local businesses*
- **93%**
of consumers say online reviews impact their purchasing decisions**
- **84%**
of consumers feel that reviews in the tradespeople and service businesses are "important" or "very important."***

*According to <https://www.brightlocal.com/research/local-consumer-review-survey/>

**According to <https://supplygem.com/publications/online-review-statistics/>

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Respond to Reviews

Receiving a review isn't the end of the road. It's important to thank the client for their feedback and respond publicly because consumers are twice as likely to consider your business if you respond to reviews out in the open – both positive and negative.

Michaelson Homes, LLC received a one star review with a client claiming the quality of work and materials were below expectations. Rather than staying silent, they replied to the review with an apology and an explanation.

"In order to save cost, the client used many of his own subcontractors, therefore limiting our control over the quality of work," a portion of their response states. "We at Michaelson Homes should have heeded the red flags that presented early on and have learned not to get involved in these types of projects in the future."

WHAT TO DO IF YOU RECEIVE A NEGATIVE REVIEW?

- Respond promptly and acknowledge your client's feedback, even if you disagree with their experience.
- Share your perspective and mention what you're doing to prevent similar experiences, if applicable.
- Keep it professional – this is an opportunity to show potential clients how you handle tough situations.



Earn the "Best of Houzz" Badge

The annual Best of Houzz awards recognise pros with a high average star rating on our platform. Winners stand out with a Best of Houzz badge that hiring homeowners can see during their search, so keep requesting those reviews to put your business in the running.



Tap Into Your Professional Network

Did you know you can ask other pros to review your business? Members of the professional community can fill one out through the 'Colleagues' option on your Houzz profile. These peer reviews aren't just a quick way to grow your numbers, they also provide a different angle of your business. They may even catch the eye of other pros who want to bring you in on their project.

"I try to get reviews from our contractors and subcontractors because that helps build credibility. As soon as the project wraps up, we tell them we can share photos with them to use on their profile, but we ask them to review us first. It's a win-win."

Sharon Flatley, Sharon Flatley Design