

# Zero to Zillow 100+



How to Generate a TON  
of 5-Star Reviews  
That Create 6 Figures  
In Extra Commissions



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## The Q&D -- Quick & Dirty

If you're someone who just needs the outline and can fill in the blanks yourself, here's the Q&D on what to do:

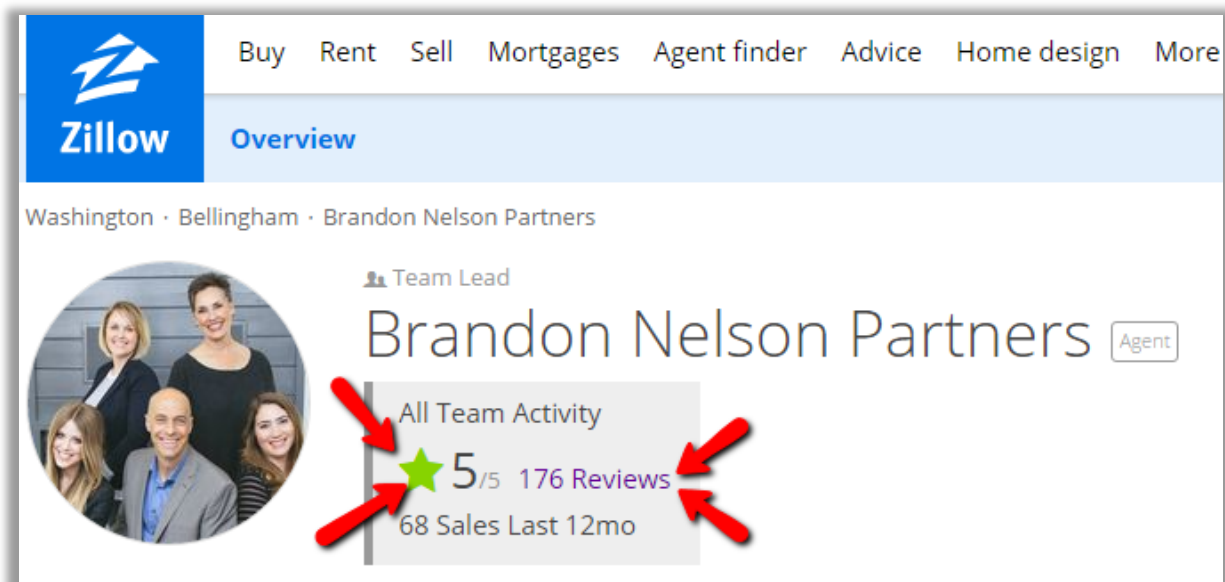
- 1) Create a Zillow agent profile if you don't already have one.
- 2) Link all your past sales to your profile, write a friendly bio and upload a nice headshot.
- 3) Find the direct link to request a review, copy it, and paste it in a mostly-boilerplate but partially-customized email to your past clients.
- 4) In the email, greet them, then ask them nicely to write you a review on Zillow.com by clicking on the included link.
- 5) \*\*\*NEVER request a review without including the link to your review page!!!\*\*\*
- 6) Offer to give away a free iPad when you hit X number of reviews (increments of 25 works well.)
- 7) If they oblige, thank them profusely, tell them you hope they win the iPad, and never fall out of touch with those clients again.
- 8) If they don't oblige, ask them again for a review in a slightly different email.
- 9) Repeat this process with all your past clients until you've amassed a ton of reviews.
- 10) Then stop giving away iPads in exchange for reviews, and just ask every client to write you a review, so your numbers keep growing. (Give away iPads at your client appreciation events instead!)

## The Long Version

Hi, I'm Brandon. I own a small, independent real estate firm of 5 people, including 4 agents and one admin. In 2016 we'll close 85 sales for \$34 million in volume and \$850K GCI.

A full 80% of our business comes from repeat and referral clients – something we're very proud of. Our 2<sup>nd</sup> best source of business is Zillow – yet we don't spend a penny advertising with them. The leads we get through Zillow come from buyers and sellers scanning for the best agents in our market, and finding us based initially on our number of reviews.

As of this writing, we have 176 five-star reviews.



When these prospects call, they are not typical “cold internet leads” who don’t know, like, or trust us. They’re people who’ve taken the time to vet us out, and want a 5-star buying or selling experience. They’re ready to do business, and they’re expecting a professional-level conversation with someone who has genuinely earned a 5-star reputation.

These calls convert to business 99% of the time.

In the past 24 months we’ve generated about \$176,000 in commissions from this very effective client source. That number is a happy coincidence – exactly \$1000 in extra revenue for every review!

The new business from the mass of Zillow reviews is the primary benefit, and in this report I’m going to show you exactly how to quickly build up a ton of reviews. There are also several super-effective secondary uses of those reviews that can create tens of thousands in extra commissions!!! I’ll talk about that at the end of the report.

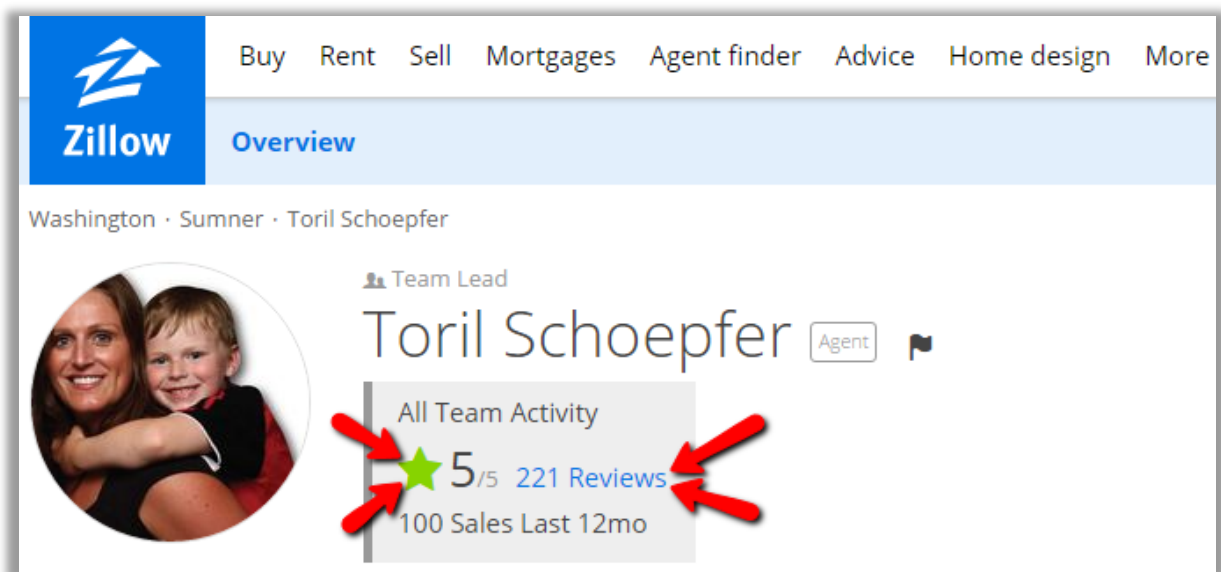
**\*\*\*Bottom line:** If you’re in real estate or any service business, and you’re not actively collecting online reviews from your past clients, you are leaving a fortune in lost commission dollars on the table. Worst of all, you are *\*definitely\** falling behind the competition.

## Q: Will this formula really work for me?

Let me share a quick case study. Last fall I had the pleasure of meeting broker/owner Toril Schoepfer-White, who owns the Toril Sells Houses real estate firm in Sumner, WA. Our mutual friend, mentor, and author Michael J Maher introduced us at a Real Estate Mastermind Summit. (\*\*By the way, coaching with Michael nearly doubled my business. Look him up at [www.michaeljmaher.com](http://www.michaeljmaher.com)).

I told Toril about our success with Zillow reviews, and offered to share our strategy. At the time, she had 7 or 8 reviews on Zillow. Then she implemented this simple formula, strategically reaching out to her past clients and every new client going forward.

This is her profile today, just over 12 months later, with well over 200 reviews:



Building up a large number of reviews quickly is easy if you've been in the business long enough to have closed a few dozen sales, and have basically kept in touch with your past clients. Zillow doesn't require that reviews be written within any certain timeframe after closing. The reviews just have to be tied to an actual sale, either a buyer or seller side.

And if you're new to the business, even better because you can use this system right from the start and capture reviews from every single client from now on.

## **Q: There are a lot of sites that host reviews. Why Zillow.com?**

Zillow is the 55<sup>th</sup> most visited website in the US, and the top real estate site by a huge margin. The next closest is Trulia.com at #182, and Trulia will automatically feature the same reviews since it's owned by Zillow. (Redfin is a distant 3<sup>rd</sup> at #300).

Zillow is where people are going to shop for real estate, so you want to be there, and you want to stand out with a high number of 5-star reviews (while most of the competition coasts along with next to nothing.)

## **How to do it**

### **STEP 1**

This should be obvious, but the first and most important step is to make sure you're actually delivering a 5-star client experience! If you're not, then start today. If you're not sure how, do what I did and start with Ninja Selling. Ninja Selling is an educational platform and coaching service started by Larry Kendall of The Group, in Fort Collins, CO. Everything Ninja teaches is focused on delivering high-quality service and maintaining meaningful relationships with your clients. Becoming a Ninja will result in your having an 80% repeat and referral business generating well into 6- or 7-figure revenue. I cannot overstate how much respect I have for this program and its focus on raising the bar of real estate professionals.

[www.NinjaSelling.com](http://www.NinjaSelling.com).

### **Step 2**

Before we get to Zillow.com and the exact emails to send your clients, you need to spend a little money on a give-away. I recommend doing a drawing for an Apple iPad. Who doesn't want (or at least totally understand the value) of an iPad? Everyone does. You'll read in the emails below that we arranged to draw a winner from a batch of 25 reviews. When the drawing happens, you then make a big deal out of that give-away, the winning review, etc. We did this 3 times in our ascent to 176 reviews. (Now we strive to capture reviews after every closing, so we've shifted the give-aways to other client appreciation events.)

### **STEP 3**

Next, pull up (or create) a list of all your past clients, both buyers and sellers. One of the easiest ways is to just make a Google Sheet or Excel spreadsheet. At my firm we have a Google Sheet where we separate listing sides and buyer sides. Every closed sale is added to the Sheet, and includes columns listing the property address, clients' names, source of the sale, sale price, closing date, commissions, splits, and about 12 other categories of information.

Be sure to have a column for each client's email address, plus these three extra columns:

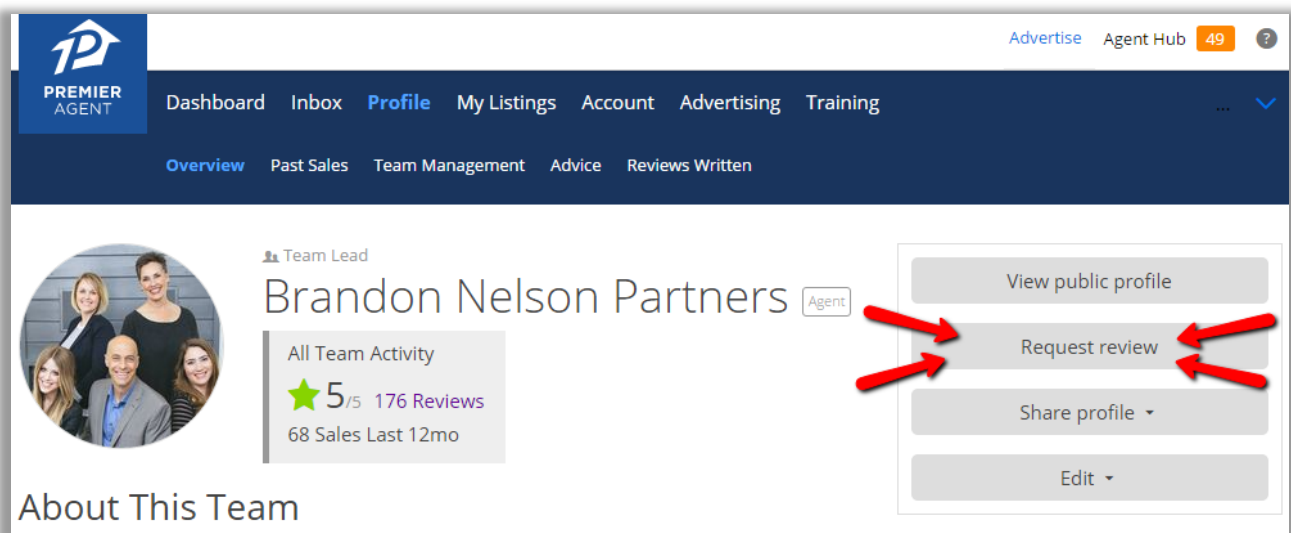
- 1) Sale was claimed on Zillow?
- 2) Zillow review requested?
- 3) Zillow review received?

#### **STEP 4**

Next, go to Zillow.com and click your way to the Agent Hub where you can edit your profile. Make sure your Zillow profile is up to date with a current headshot, a personable bio, and ALL your past sales claimed. This is how you boost your "Sales in the past 12 months" and shows your prospects what types of properties you're selling. (Don't trust that Zillow will keep up with all your past sales. You need to audit and manually add a lot of your sales.)

#### **Step 5**

On your Zillow profile page, click the "Request a review" button in the right-hand column:



On the following page, skip past Zillow's integrated request window, scroll to the bottom of the page, and click on the highlighted text to get a direct link to your review form:

**PREMIER AGENT**

Location: City, State, or Zip

Keyword: Name or Title

[View profile](#)

## Request Reviews

Complete this form to ask your clients for a review. Each client will receive an email with a link asking them to review you on Zillow.

Please note: Zillow requires that reviewers create an account in order to submit a review, for review moderation and verification. Don't worry, only an email and password are required, and reviewers can immediately opt-out of Zillow emails. A dedicated team of trained moderators will evaluate all reviews before they are published, typically within 72 hours.

Enter past client email addresses (separated by a comma)

**Message**

Hello,

Please take a moment to review me on Zillow.

Please note: If you don't already have a Zillow account, you will be asked to provide your email to help prevent fraudulent reviews.

Thank you!

☐ I am indicating that this person was a past client.

[Send Request](#)

Send the client a [direct link](#) to your review form

That click will trigger a pop-up with a unique URL that you're going to highlight and copy so you can paste it directly into the body of an email...

Copy and paste this link into an e-mail:

[https://www.zillow.com/reviews/write/?s=X1-ZUz3l76dmkib61\\_4u6i9](https://www.zillow.com/reviews/write/?s=X1-ZUz3l76dmkib61_4u6i9)

## STEP 6

Start with your first client on the spreadsheet, no matter how far back that sale occurred, and compose an email to that client. The best emails are written in your own voice, but I'm going to share the ones we've used with great success. If you want, just edit them with the right names, your own review link, etc., and change the font to all black before sending.

**\*\*\*NEVER request a review without including the link to your review page!!!\*\*\***

## **EMAIL A**

In the subject line write: **I'm giving away an iPad!**

Email body:

Hi (past client's name),

First off: THANK YOU again for working with me to (buy/sell) your (new home / house / etc.). Thanks to you and my other world class clients, business has been AWESOME!

You probably know, when I'm referred to help someone buy or sell a home, the first thing most of them do is go online to look at my past client reviews. So I am constantly trying to build my online presence and reputation for great service.

On that note, can I ask you to add a quick 3 or 4-sentence (and 5-star!) testimonial to my page on Zillow.com?

I'm making the push to get to (pick an achievable number, I recommend increments of 25) reviews.

And to say, "Thanks!" as soon as I reach that number, I'm going to draw a winner to receive FREE Apple iPad. I would LOVE for you to win it!!!

Just click the link below and jot down a few specifics about our work together.  
(Paste your unique review link URL here)

And THANKS in advance!!! I'll let you know when I'm about to do the drawing!  
Oh, and be sure to let me know if I can return the favor in any way!  
All the best,  
(Your name)

Then, just hit send!

## **Step 7**

Repeat this process for every single one of your past clients, and mark your spreadsheet in the column for "Zillow review requested." Note that Zillow manually cross-checks all client-written reviews, and it can take them a week or even 10 days to approve and publish a review. When it does publish, you'll get an email notification. At that point, immediately reach out to thank that client profusely. Tell them they're entered, and again that you hope they win the iPad!!!



\*\*\*Also, for each published review, be sure to mark your spreadsheet that the specific review was received.

### **Step 8**

If some time passes and a client hasn't reviewed you, send out another email asking again. You're in sales – be persistent, but not a nuisance.

I've had luck on a second request to the same client by showing them I'm getting close to drawing for the iPad. To do that, use Jing ([www.JingProject.com](http://www.JingProject.com)) to take a partial screenshot of your profile with the number of reviews next to it – exactly like I did on page 2 of this report, with red arrows pointing at the review number. Paste that screenshot in an email to show that you're only "X" reviews away from drawing, and that you don't want them to miss out on the drawing. Include the link to your Zillow review page again, and repeat your request.

**\*\*\*NEVER request a review without including the link to your review page!!!\*\*\***

I've used a number of variations on the request email and have had success with all of them. Here are some others you can edit to fit your style, your client relationship, etc.

### **EMAIL B**

In the subject line write: **I would be so grateful!**

Email body:

Hi (past client's name),

Happy (day of the week)!

Hey, while it's still fresh in your mind how stoked you are to be done with your (purchase/sale) I wonder if I could bug you for a quick review on Zillow.com?

Here's our direct link:

(Paste your unique review link here)

These reviews drive me some really, really solid business. So I'd be most grateful if you could '5-star' me and write just a few sentences about our work together.

If there's anything I can do to return the favor, let me know. It'd be my pleasure.

Thanks so much (client's name). Again, my deep appreciation!

All the best,

(Your name)



Here's one that I turbo-charged with some graphics...

### **EMAIL C**

In the subject line write: **You will LOVE this!**

Email body:

Hey (client's name),

Check this out:



I've got a brand new iPad sitting in the office just itching for a new owner!

I'm going to give it away to one of the next 10 people who writes a review on Zillow.com. Would you do me a favor and write a few sentences about our past work together? Here's my direct link:

(Paste your unique review link here)

These reviews drive me high quality new business, so I really, REALLY appreciate it!

If you want a starting point, just imagine someone asks you, ***"Hey, do you know a Realtor I could call to help me buy a house? Why do you recommend them?"***

Write a few sentences and BAM! You're entered for that iPad – and I am SUPER grateful!

Thanks (client's name). If I can return the favor please let me know!

All the best!

(Your name)

I've also had great results with this simple version:

## **EMAIL D**

In the subject line write: **A quick favor...**

Email Body:

Hi (past client's name),

Can I ask for a quick favor that really goes a long way in bringing us new business?

Would you be willing to take 5 minutes and write a few sentences as a review on Zillow.com?

Here's the link for our specific page:

(Paste your unique review link here)

We strive to give 5-star service and we know new clients are vetting us out online, so it's super helpful for them to read what you have to say about our work together.

If it's helpful, just imagine someone asks you, ***"Would you recommend (your name) as a Realtor? If so, why?"***

A few sentences, a few clicks on the stars, and BAM! Done!

Thanks in advance you guys! And by all means, reach out to me any time I can help you with anything!

All the best,

(your name)

If you have a client who has complimented you in an email, or even in a greeting card, copy it into the body of an email and send it to them to post on Zillow, like this...

## **EMAIL E**

In the subject line write: **Those NICE comments you wrote...**

Email body:

Hi (client's name),

First off: THANK YOU and your family again for working with us to sell (property address).

I have a quick favor to ask. You had sent me a very flattering email during the sale, and it contained this paragraph:

Dear Brandon,

Thank you so much for making this process so incredibly easy for us. You have been a godsend, especially for Kristin trying to do all of this long distance. I don't think we could have hoped for a better experience selling Dad's house.

Sincerely,

Lori Miller

Could I ask you to copy/paste those exact words on our Zillow.com review page, with a 5-star rating for our service? This helps us tremendously when new clients research us online.

We are making a push to get to (100) reviews (we're at XX now) and to say Thanks, we're giving away a free Apple iPad to one of our clients who writes one of the next XX reviews. I would love for you to win it!

It shouldn't take more than 2 or 3 minutes, since you've already written such a nice few sentences. Here's the link for our specific page:

(Paste your unique review link here)

Thanks in advance, (client's name). I hope you're well, and I wish you all the best.

(Your name)

And finally, here's one of the easiest slam-dunks out there. If your client has a business of their own and you've worked with them, offer to do a review exchange. This takes advantage of the law of reciprocity and is win/win for both of you!

## **EMAIL F**

In the subject line write: **Let's exchange reviews!**

Email body:

Hi (past client's name),

I want to propose an easy win/win for us both! Have you been asking your clients to write online reviews, to attract new business? I definitely am, specifically on Zillow.com, at this link:

(Paste your unique review link here)

Would you take a quick 5 minutes and write a review there about our work together on your home (sale/purchase)?

And let me return the favor by writing a review for you! Just let me know what website you'd like it on (send me a link if you can). I want to be sure to post it where it will be the most helpful.

Thank you so much! I appreciate your business AND your review!!!

All the best,

(your name)

By now you get the picture. This isn't rocket science, and the exact wording of the email can vary. The key is to make it very easy for your clients by including the link to your review page right in the email. They have to be on their computer or their phone to get to the actual review page on Zillow, so your best bet is to reach them WHILE they're on that device anyway. Asking for a review in person or while you're on the phone isn't nearly as effective.

**\*\*\*NEVER request a review without including the link to your review page!!!\*\*\***

Throughout every transaction you absolutely want to make it a habit to tastefully hint that you will be asking for a review after closing. I tell our new clients right from the first meeting:

***"Our goal is that at the end of our work together, you genuinely want to write us a five-star review!"***

Then, if they pay us a handsome compliment during the transaction, I'll smile and say, ***"I'm going to ask you to put that in writing when this is all said and done."*** It sounds like I'm "just saying that" but it primes them for the written review later on – and it works every time!

## Bonus Commissions with Secondary Uses of Reviews!

Early in the report I mentioned that getting new clients directly from your online reviews is the primary benefit. But there are also some mega, mega-powerful secondary uses that use the \*exact same reviews\* to generate thousands more in commissions. This involves strategic re-purposing of the reviews by combining them with a classic Michael J Maher strategy, and using emerging patterns in your reviews to easily win the client if you're competing against other agents. I've done it, I have real examples that I'll share, and the exact instructions to follow.

I'm working on the step-by-step report for those strategies, and if you want it as soon as it's ready, just email me at [brandon@brandonnelson.com](mailto:brandon@brandonnelson.com). In the subject line write:

**Secondary Uses of Reviews.**

I'll email it out to you!!!

## One Final Request...

I would LOVE to hear from you after you've used this report to boost your online reviews. Email me a quick breakdown of your # of reviews before you started, your number after at least 60 days, and let me know what worked best for you. I'm at [brandon@brandonnelson.com](mailto:brandon@brandonnelson.com).

And to make it more compelling... you guessed it!!! I'm giving away an iPad to one lucky agent who sends me their results! As soon as I have 25 "case studies" I'm going to draw a winner. I hope you win!!! 😊



To your success!

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