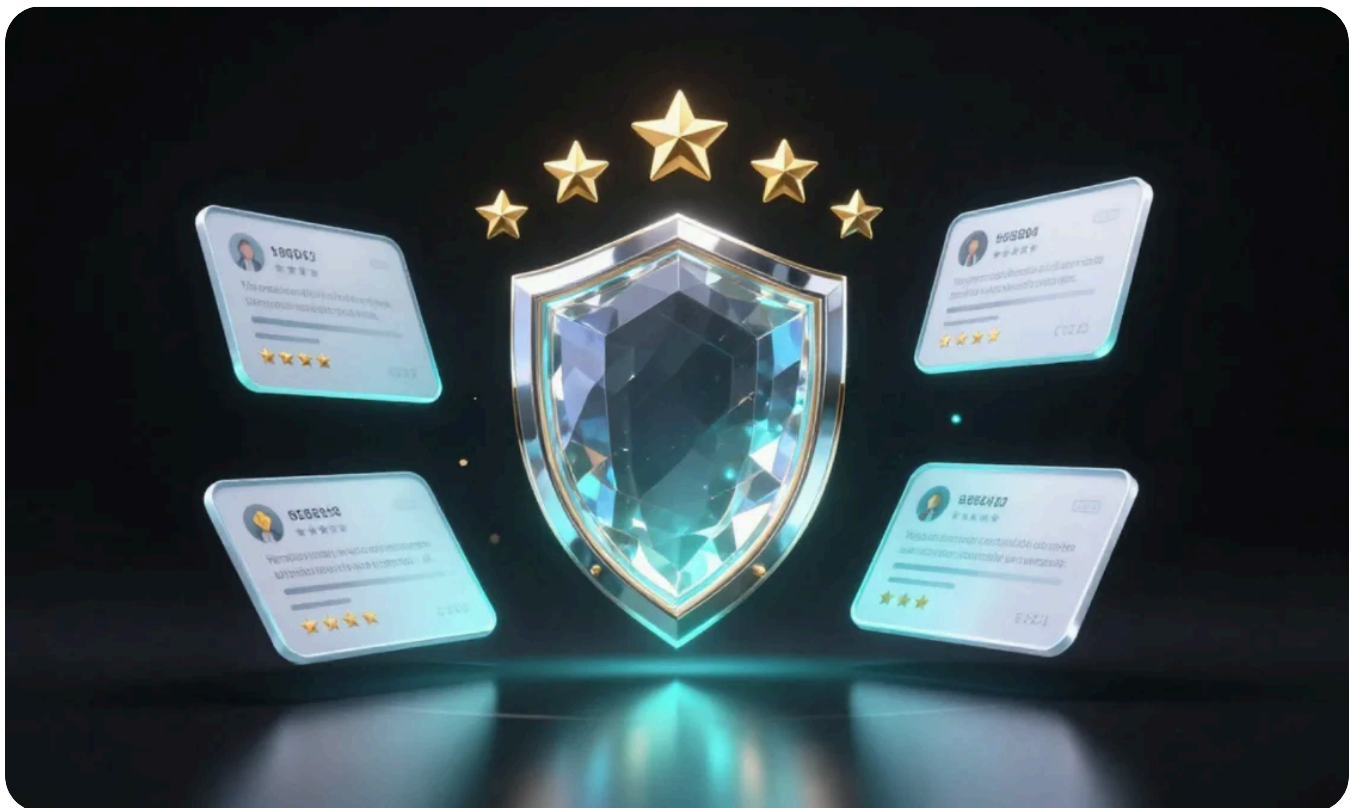




THE CLIENT GUIDE · AGENT ELITE

Reputation Management

Deliver a winning client experience,
everywhere they find you online.



Be Found First. Be Trusted Most. Be Chosen Next.

Trusted by 10,000+ agents
across 480+ MLS systems

INSIDE THIS GUIDE

A simple playbook for being chosen more often

Your online reputation decides whether a client picks you — or scrolls right past. This guide breaks down how reviews shape that decision, and how to monitor, respond to, and generate them across every place clients search. Whether or not you're using Agent Elite yet, you'll leave with a clear plan.

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- | | | |
|-----------|---|-----|
| 01 | Why reputation management matters | p.3 |
| | The business case — trust, search, and sales. | |
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- | | | |
|-----------|--|-----|
| 02 | The role reviews play in search | p.4 |
| | Review Monitoring and the three factors Google weighs. | |
-
- | | | |
|-----------|--|-----|
| 03 | Responding is your advantage | p.5 |
| | How replies lift your star rating — and the gap most miss. | |
-
- | | | |
|-----------|---|-----|
| 04 | Intelligent Review Response | p.6 |
| | Reply in seconds with templates, Shuffle, and Sentiment Analysis. | |
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- | | | |
|-----------|--|-----|
| 05 | Anatomy of a great response | p.7 |
| | The four parts of a reply that wins trust. | |
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01 THE BUSINESS CASE

Why reputation management matters

It's simple: your brand's online reputation directly influences whether customers choose to do business with you. Reviews are a huge part of that decision.

Reputation management ensures you're putting your best foot forward with existing and potential customers — everywhere they interact with your brand online.

It's impossible to overstate how much your customers need a seamless online experience. Listening to their needs lets you address concerns and improve their experience over time.

By monitoring, analyzing, responding to, and generating reviews, you can see feedback from around the web, gain a global view of your brand, and even stay ahead of trends.

88%

of consumers trust online reviews as much as a personal recommendation.

18% uplift

average increase in sales that research attributes to online reviews.

Stay informed, and improve customer relationships over time.

02 REVIEWS & SEARCH

What role do reviews play?

Ratings and reviews are highly impactful in search positioning — they shape how search engines, and clients, make decisions about brands every day. And there's no shortage of places online where clients can leave feedback, which makes staying on top of it all feel nearly impossible.

Review Monitoring



Agent Elite's direct integrations across the Local Presence Network pull every review into a single dashboard — so you stay informed at scale, without checking a dozen sites.

Google weighs three factors to rank a business



Relevance

Does the business name and listed category match what the client searched for?



Distance

Is the business reasonably close to where the client is searching from?



Prominence

How many reviews are there, how recent are they, and what is the overall rating?

03 YOUR COMPETITIVE ADVANTAGE

Responding takes your strategy to the next level

If you're already delivering a seamless experience across touchpoints, responding to reviews has an outsized impact. It helps you retain customers, raise your star rating, and show up in searches for terms like "best" and "four-star" — yet fewer than half of businesses bother. That's a sizeable, untapped opportunity.

Businesses that respond to reviews earn higher ratings

+0.53★
higher average rating

Do not respond to reviews

3.63 ★



Respond to 75–100% of reviews

4.16 ★



Bars shown on a 5-star scale.

<50%

of businesses respond to reviews today
— leaving room to stand out.

75%+

response rate is the threshold where the
rating lift really shows up.

04 POWERED BY AGENT ELITE

Intelligent Review Response

Responding well, at scale, used to mean writing every reply from scratch. Intelligent Review Response uses pre-built text assets and dynamic templates so you can reply effectively — in seconds.



Pre-built templates

An effective reply has four parts — an introduction, a value statement, a line that addresses the highlight or problem, and a closing. Templates can drop in dynamic text like the responder's name, the review's city, and the client's own keywords.

1 · Introduction

2 · Value statement

3 · Highlight / problem

4 · Closing



Shuffle

One click picks a fresh selection from each component to assemble a reply. You can still edit before posting.



Sentiment Analysis

Reads the keywords and modifiers in a review. Spot "service was poor" and it auto-loads a template tuned for a negative reply.

05 PUT IT TOGETHER

Anatomy of a great response

An effective review response has four parts: a greeting, a value statement, a sentiment keyword that addresses what they raised, and a closing.



Jordan M.



"The team was responsive and made selling our home painless. Communication could have been a little faster at closing, but overall a great experience."

YOUR RESPONSE

Hi Jordan, thank you so much for taking the time to share this. Helping families sell their homes with as little stress as possible is exactly what our team strives for. I hear you on closing communication — we're always working to keep things moving faster, and your note helps us do that. It was a pleasure working with you — wishing you all the best in your new home!

■ Greeting

Open warmly, by name.

■ Value

Reinforce what you stand for.

■ Sentiment

Address the keyword they raised.

■ Closing

End on a personal, hopeful note.



See where your reviews stand

Get a clear view of your reputation across Google, Maps, and the AI search engines clients now use to choose an agent — and start turning reviews into your competitive edge.

Agent Elite, Inc.

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