



# Publish Reviews & Double Your Referrals

## GETTING STARTED

1

On your deal sheet, add the email addresses of all clients – and their partners – who you want to ask for testimonials.

2

Admin will send your testimonial request when the offer is accepted and clients are happiest and most inclined to recommend you.

3

Update your security setting so you get emails from [surveysupport@121qa.com](mailto:surveysupport@121qa.com).

You'll receive an email alert every time a survey is completed.

## STEP 1

### Open Each Email Alert

Click the [Login link](#) to see your most recent survey.

**From:** surveysupport@121qa.com [mailto:surveysupport@121qa.com]

**Sent:** March 18, 2020 10:07 AM

**To:** [redacted]

**Subject:** Review Your New Survey Results Now

A completed 121QA customer satisfaction survey has been sent to your attention.

Log in here:

<http://agents.121qa.com/access/ck/ag597e43fb6c31a>

121QA Survey Support

[Bookmark the link](#) to access your testimonials at any time.

There are no usernames or passwords to remember!

## STEP 2

# Check Your Most Recent Survey

Marg Cunningham

[Archive](#) [Print](#) [Referrals](#)

*"Marg Cunningham was great. We were really pleased with her enthusiasm to get the sale done. We felt she really went over and above what we would have expected to make it happen."*

Permission to publish comment.  Permission to include my name.

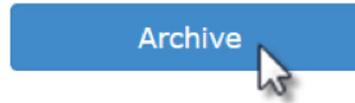
Name: *John Smith*  
Address: *555 Main*

[Publish](#)

Scorecard measures:

			Strongly Disagree 1	Strongly Agree 7
Loyalty	1	Satisfaction	○ ○ ○ ○ ○ ●	
	2	Referral	○ ○ ○ ○ ○ ●	
	3	Retention	○ ○ ○ ○ ○ ●	

All completed surveys are stored in your Archive.



Look for the testimonials with stars.

These clients have given you permission to publish their comments and are your true centers of influence.

Address	Comment	Date
555 Main	★ Marg Cunningham was great. We were really...	13/05/2020

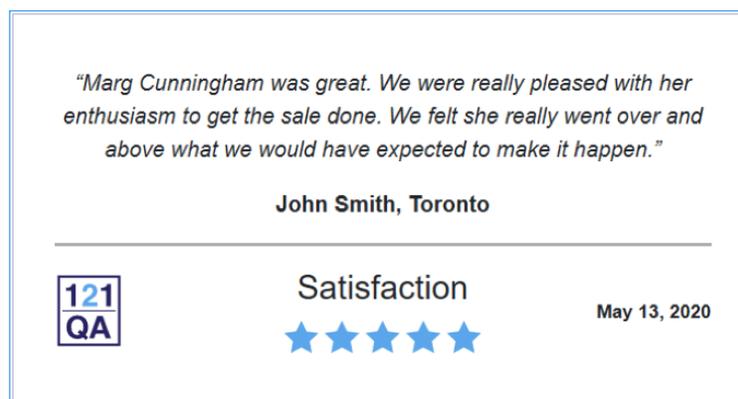
## STEP 3

# Print Reviews - Everywhere

Click the Print button to generate a testimonial stamp.



Screensave, copy and paste the stamp on to all your print and digital marketing materials.



## STEP 4

# Post Reviews on Your Website Profiles

121 QA Marg Cunningham

Archive Print Referrals

"Marg Cunningham was great. We were really pleased with her enthusiasm to get the sale done. We felt she really went over and above what we would have expected to make it happen."

Permission to publish comment.  Permission to include my name.

Name: John Smith  
Address: 555 Main

Publish

Scorecard measures:		Strongly Disagree 1	Strongly Agree 7
Loyalty	1	Satisfaction	○○○○○○○●
	2	Referral	○○○○○○○●
	3	Retention	○○○○○○○●

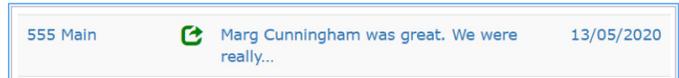
When your brokerage activates website publishing, a blue Publish button will appear on every completed survey.

Click the button and when it turns green, your 5 Star reviews appear on the websites authorized by your brokerage.



Go to your Archive to see the reviews you have published.

To turn a review off, click the Publish button so it turns blue.



## STEP 5

# Share Reviews on Social Media

Once deals close, ask your centers of influence to post a review from their account to your Facebook, Google or other review sites.

To make it easy, provide them with a copy of their testimonial in your email request.

Subject: Thank you for your Google Review

Dear John,

I really appreciate your agreeing to post your comment of May 13<sup>th</sup> on Google.

"Marg Cunningham was great. We were really pleased with her enthusiasm to get the sale done. We felt she really went over and above what we would have expected to make it happen."

Just copy and paste your comment to –

 Click here to leave us a review on Google!

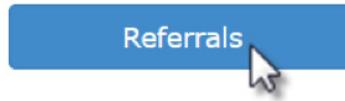
Thank you, Regards  
Marg Cunningham

## STEP 6

# Get Referrals Before Deals Close

Half of all client recommendations are made before deals close. Be sure to start your referral marketing early.

[Click the Referrals Button.](#)



Follow the 4 step process to double your referrals.

[Back to my Surveys](#)

## Double Your Referrals

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 <b>Survey At Firm</b>  Asking if clients are satisfied builds trust.  <a href="#">Learn More</a>	 <b>Inspire Your Fans</b>  20% of clients make 70% of referrals.  <a href="#">Learn More</a>	 <b>Spread The Word</b>  Word-of-mouth drives 5x more sales.  <a href="#">Learn More</a>	 <b>Publish Testimonials</b>  9:10 prospects check agent profiles.  <a href="#">Learn More</a>
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