



Free guide, on us

For home services

The 5-Star Review Kit

Five stars don't happen by accident.



Thanks for choosing Bluepeak! Would you leave a quick review? It helps your neighbors find us.

The 5-Star Review Kit

Homeowners read reviews before they call, and they pick the company that looks trusted and active. Most happy customers will leave a review if you ask at the right moment and make it one tap. This kit shows you when to ask, how to ask, and what to say back.

One play at a time

Start with play 1. Each one is a small change to how you already work, not a new system.

Swap in your words

Words in braces, like {first} and {time}, are yours to fill in: the customer's first name, your open times, your link.

Track one number

Every play ends with the one number to watch. Check it before you start and again a month later.

Text people who said yes

Only text customers who agreed to get texts from you, and give them an easy way to stop. Email is fine for the rest.

What's inside

1	Ask when the job is done	1 text
2	Ask in person first	
3	Make it one tap	
4	Ask everyone, the same way	
5	Reply to every review	
6	Answer a bad review the right way	
7	Keep your Google profile alive	
+	Your review requests	to copy

Play 1

Ask when the job is done

Reviews are what homeowners read before they call. The best time to ask is right after a job well done.

Do this

1. Send the ask the same day.
2. Link straight to Google.
3. Ask every customer.

Text to send

After the job

Thanks for choosing {company}, {first}! Would you leave a quick review? It helps your neighbors find us: {review link}

Track: New Google reviews per month.

Play 2

Ask in person first

A customer who just thanked you face to face is the most likely to leave a review. A quick word from the tech sets it up, and the text makes it easy.

Do this

1. Have the tech ask at the end of a job that went well.
2. Tell them a text with the link is coming.
3. Send the text the same day.

What to say

Say this · At the door

Glad we could get that fixed today! I'm going to send you a quick text. If you have a minute, a review really helps a small company like ours.

Track: Reviews from jobs where the tech asked.

Play 3

Make it one tap

Every extra step loses people. A direct link to your review page removes them.

Do this

1. Get your direct Google review link from your Business Profile.
2. Put it in the text, your emails and your invoices.
3. Print it as a QR code on a leave-behind card.

No script needed for this one: it's a change to how you run things.

Track: Taps on your review link.

Play 4

Ask everyone, the same way

Google's rules ban asking only happy customers and offering anything in return for a review. Asking everyone also shows you the problems you need to hear about.

Do this

1. Send the same ask after every finished job.
2. Never offer a discount or a gift for a review.
3. Never write reviews for yourself or your team.

No script needed for this one: it's a change to how you run things.

Track: Review asks sent, out of jobs finished.

Play 5

Reply to every review

Replies show future customers that someone cares. Keep them short and personal.

Do this

1. Reply within a few days.
2. Thank them by name and mention the job.
3. Keep it to two sentences.

What to say

Write this · 5-star reply

Thanks so much, {first}! We're glad the {job} went smoothly. We're here whenever you need us.

Track: Reviews answered within 3 days.

Play 6

Answer a bad review the right way

Future customers read how you handle a complaint. A calm, helpful reply can build more trust than the review costs.

Do this

1. Don't reply angry. Wait an hour if you need to.
2. Apologize for their experience and take it offline.
3. Fix it if you can, then follow up.

What to say

Write this · Bad-review reply

Hi {first}, I'm sorry this wasn't the experience you expected. I'd like to make it right. Please call me directly at {phone} so we can sort it out. {name}, {company}

Track: Bad reviews answered within 2 days.

Play 7

Keep your Google profile alive

Your Google profile is often the first thing people see. Fresh photos and posts show you're active.

Do this

1. Post job photos weekly, with the customer's permission.
2. Keep hours and service areas right.
3. Answer every question on the profile.

No script needed for this one: it's a change to how you run things.

Track: Calls and website taps from your profile.

Copy this

Your review requests

Save these in your phone or your job software. Swap in your link.

After the job: Thanks for choosing {company}, {first}! Would you leave a quick review? It helps your neighbors find us: {review link}

One reminder, 3 days later: Hi {first}, just a reminder in case you missed it. A quick review helps a small business like ours a lot: {review link}

Leave-behind card: Thanks for choosing {company}. Scan to leave us a review. It takes a minute and means a lot.

Your first week

Four things to do this week.

- ☐ Get your direct review link.
- ☐ Ask your last 10 customers.
- ☐ Reply to every review from the last month.
- ☐ Print a leave-behind card.

The plays at a glance, and what to track

#	Play	Track
1	Ask when the job is done	New Google reviews per month.
2	Ask in person first	Reviews from jobs where the tech asked.
3	Make it one tap	Taps on your review link.
4	Ask everyone, the same way	Review asks sent, out of jobs finished.
5	Reply to every review	Reviews answered within 3 days.
6	Answer a bad review the right way	Bad reviews answered within 2 days.
7	Keep your Google profile alive	Calls and website taps from your profile.

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Free to use and share. The plays are advice on what to do and what to track, not a promise of results, and the templates aren't legal advice. Example names and times in the texts are fill-ins. OPER8, 2026.