

REVIEW GENERATION SOP

The system for getting five-star reviews without chasing, bribing, or begging

WHO THIS IS FOR

Home service operators who know reviews matter but don't have a consistent process for getting them.

WHAT YOU GET

A two-layer system. Automated follow-up as the floor, trained technician ask as the ceiling. Plus the word-for-word scripts that actually work.

BASED ON

Field research across 200+ home service operators ranging from single-truck to \$400M+ in revenue, plus persuasion research applied specifically to review generation.

WHY REVIEWS AREN'T JUST "SOCIAL PROOF"

Before the system, understand what reviews actually do in a home service business.

They set your map pack position. Google's local algorithm weights review count and recency heavily. One lawn care franchise in Fenton, Michigan had no map pack presence. Thirty Google reviews later, it ranked first in the market. Not thirty thousand reviews. Thirty. The organic traffic that came with that ranking cost nothing beyond the time to ask.

They make customers request your technician by name. When someone finds a tech on Google, sees his reviews, and calls to request him specifically, that customer is not price shopping. They already decided. Reviews convert passive browsers into buyers who feel like they chose you.

They make your paid ads work harder. A familiar name gets clicked more often on Google and Yelp, even when it appears in the same position as an unfamiliar competitor. Brand familiarity built by reviews lowers your effective cost per lead from every paid channel.

They compound. A business with 400 Google reviews has a competitive moat that a new competitor cannot cross in a single season. Every review you collect today makes the next one slightly more likely, because customers feel more confident reviewing a business that already has reviews.

THE TWO-LAYER SYSTEM

Most operators run one layer and wonder why results are inconsistent.

Layer 1. Automation (the floor)

Your CRM sends a text or email review request automatically after every completed job. This requires no action from your technician. It runs whether the tech remembered or not, whether the job was great or routine, whether the customer seemed enthusiastic or neutral.

Most field service platforms have this built in. Set up an automated post-job text in your workflow. The message should arrive within one hour of job completion, while the experience is fresh.

This layer alone will not get you to the top. Automated texts have lower conversion than a human ask, because they feel like automated texts. But they are the baseline that never misses.

Layer 2. The technician ask (the ceiling)

The technician asks the customer in person, at the close of the job, using a personal story tied to their own life. This is what separates the operators who average four reviews per week from the ones who average four per month.

The two layers are additive. A customer who gets a warm in-person ask and then receives an automated follow-up text converts at a significantly higher rate than one who receives only the text.

THE TECHNICIAN ASK: HOW IT WORKS AND WHY

The principle behind every effective review ask is this: **people leave reviews for people, not companies.**

A customer who liked your company will delete the text. A customer who liked the technician who fixed their door, and who just heard that technician explain why this review matters to his family, will stop and leave it.

The technician's ask must be personal. The company's brand does not motivate action. The technician's story does.

THE "BIG WHY" METHOD

Each technician identifies one personal goal or responsibility that other people would want to support. Examples:

- Feeding his family / kids
- Saving for a specific goal (a trip, a house, a car)
- Building a career in the trade
- Supporting a family member

Then they connect that goal to reviews using this logic: customers who see their reviews online request them specifically, which means more calls, which means more income, which means the goal gets closer.

This is not manipulation. It is true. Named technicians who accumulate reviews do get requested more often. Reviews create a personal brand that generates inbound preference.

SCRIPT 1: THE JOB SECURITY FRAME

Use this when the technician's big why centers on family or financial stability.

"When you give me a five out of five, and hopefully I lived up to those expectations, people actually find me online and they request me. So if you take a picture of me working, it'd mean the world to me if you let the world know I did a good job. Because when they find me on Google, Yelp, wherever it might be, they request me. It gives me job security. It helps me feed my little ones, my everything."

SCRIPT 2: THE PERSONAL GOAL FRAME

Use this when the technician's big why centers on a specific goal.

"I'm saving up to take my dad on a fishing trip. Every review I get, I get called before other techs. People call up, they see the reviews. You leave a good review. Hopefully I gave you five out of five service. It'd mean the world to me."

Adapt this frame to whatever goal is real for the technician.

HOW TO TRAIN TECHNICIANS ON THIS

1. Each tech identifies their own big why. Do not assign a generic script. The personal story must be theirs.
2. They adapt one of the two scripts above to their own situation.
3. Practice it. Role-play it three to five times per week in team meetings. The ask should be smooth and natural, not rehearsed-sounding.
4. They ask at job completion, before leaving the property, while the experience is still warm.

Operator insight: role-playing the review ask and the upsell conversation three to five times per week resolves both problems simultaneously.

WHEN TO ASK FOR REVIEWS ON MULTIPLE PLATFORMS

For established operators with an active GBP, direct every customer to Google. Review concentration on one platform builds authority faster than spreading thin across five.

For new operators or new locations, the first 90 days call for a different approach. Ask every customer for three to four reviews instead of one:

"I need one on Nextdoor. I need one on Google. I need one on Yelp. And I need a Facebook video."

This multi-platform ask is specifically for new locations with no existing review presence.

The reason: in a new market, you need social proof on every platform a potential customer might check before hiring you. Early reviews on Nextdoor reach neighbors directly. Yelp and Google cover search. Facebook video reviews are shareable and personal. Once you have a baseline on each platform, consolidate future asks to Google.

ACCOUNTABILITY: WHERE REVIEWS LIVE IN YOUR BUSINESS

Reviews belong on the technician scorecard, not on a wish list.

At high-performing shops, five-star reviews are tracked as a core KPI alongside close rate, average ticket, and warranty reduction. Technician compensation is tied partly to review performance. This is not a bonus for a nice-to-have. It is a required deliverable of the job.

For operators not ready for performance pay on reviews: at minimum, report review counts per technician at every team meeting. Make the scoreboard visible. Peer comparison is a more powerful motivator than most operators expect.

REVIEW COUNT TARGETS BY STAGE

- **New location / new GBP (0-90 days):** Target 30 reviews as fast as possible. Thirty reviews is the threshold that moved one lawn care franchise to first position in Fenton, Michigan. Offer \$10 per review during this sprint phase only, then stop.
- **Established location (90+ days):** Automated text + human ask on every job, no additional incentive. Track weekly count per tech. Celebrate the tech with the most reviews in each pay period.

THE NEW GBP LAUNCH PROTOCOL

When you open a new location or create a new Google Business Profile:

1. Enable your CRM's automated post-job review request immediately.
2. Pay \$10 per Google review during the first 90 days to accelerate volume.
3. Target approximately 90 reviews before removing the incentive.
4. After the incentive ends, the human ask system takes over as the primary driver.

This is the exception to the no-incentive rule. The goal is velocity, not volume. Thirty reviews in the first month beats 300 reviews spread over three years.

TECHNICAL SETUP CHECKLIST

CRM automation:

- ☐ Post-job review request text fires within 1 hour of job close
- ☐ Link goes directly to Google review page (not your homepage)
- ☐ Message uses the tech's name, not just the company name
- ☐ Fallback email fires if text is not delivered

Technician training:

- ☐ Every tech has identified their personal big why
- ☐ Every tech can deliver their adapted script without reading it
- ☐ Role-play is on the agenda for team meetings (minimum 3x/week)
- ☐ Review counts per tech are visible on a shared scoreboard

Accountability:

- ☐ Review KPI is tracked on the technician scorecard
- ☐ Weekly review count reported at team meeting
- ☐ New GBP launch: \$10/review incentive active, 90-review target set
- ☐ Multi-platform ask in use for new locations (Google + Nextdoor + Yelp + Facebook video)

Response protocol:

- ☐ Owner or manager responds to every Google review within 24 hours
- ☐ Negative reviews get a calm, professional response that acknowledges the concern. Do not argue, do not ignore
- ☐ Response to reviews signals to Google that your listing is actively managed, which is a positive ranking signal

WHAT THIS SYSTEM PRODUCES

Operators who run both layers, automated text plus trained technician ask, consistently outpace competitors on review volume. The compounding effect is real: more reviews produce better map pack position, better map pack position produces more calls, more calls produce more opportunities to collect reviews.

The operators who still struggle with reviews are almost always missing one of two things: the automation is set up but the human ask is not trained, or the human ask is encouraged but not tied to any accountability. Both layers have to run together.

Start with the scripts. Get one technician using them this week. Measure. Then build the accountability structure around what you learn.

All tactics in this SOP are sourced from operators who use them in the field. Full source index available in the BurksUP Field Intelligence Library.

• WHAT'S NEXT •

READY TO *INSTALL* THIS?

BurksUP builds the marketing systems that make home service operators findable, bookable, and referable. This guide is the playbook. We're the team that installs it.

[Book a Free Audit →](#)



burksup.com