Zillow past client dialogue:

Hi Mr./ Mrs. Past Client, how are you today? (small talk for rapport building…) Great.

I would really appreciate your help. In real estate, agent ratings are becoming an important part of how potential clients evaluate and choose their agent. Zillow is the leading real estate website and the most common place for consumers to go and see ratings. It would be a tremendous help to me if you could give me a 5 star rating on Zillow. All you have to do is click on the link in the email that I will send you. It would also be helpful if you could make a few nice comments. I will send the email to you within the hour. Thank you so much for helping me. And by the way, who do you know that might be the next one of your friends to move?

Zillow current buyer dialogue:

Hi current buyer. Hope you're doing well. I am excited about helping you find your new home. (small talk for rapport building…)

I would really appreciate your help in building my online reputation. This is just what hotels, restaurants and businesses do all across the country. Zillow is the most visited national real estate website and the most likely place that consumers would go to see my ratings. Would you be willing to help me out? Great. I will send you and email with a link to my Zillow profile page. If you would take just a few moments to rate me five stars and make a few comments, I would greatly appreciate it. Thanks so much. I know we will find the perfect new home very soon!