

THE POWER &
IMPORTANCE OF

Testimonials

A HOW-TO GUIDE FOR
REAL ESTATE AGENTS

GAYLE FITZMAURICE



If you Google 'Why people don't like salespeople', in 0.7 of a second, you will get three hundred and sixty-seven million answers to that question.

Nobody likes salespeople, and mostly nobody trusts salespeople.

I'm going to talk straight to you now – consider this an intervention.

I want you to drop all the bravado - when it's all stripped down – **YOU ARE A SALESPERSON.**
Feel into that – how does it feel?

Don't fool yourself with elusive or vague words such as - sales/property partner – sales/property consultant - business development manager - sales/property associate.

No! Feel into those dirty words - admit it to yourself – **YOU ARE A SALESPERSON.**

Let me set you even further straight.

To be an expert salesperson, to have mastered **the art of salesmanship is something to be massively proud of** - such a high-level salesperson is to be a master of understanding of the dynamic of the emotions of the everyday human, to have an inherent sixth sense of the underlying and true factor that will motivate a buyer to commit or walk away.

This inner knowing comes to you through specific channels.

- You're a natural; it's inherent you've always had it.
- It's gained through years of experience, of winning and losing, and of learning to see the shows and tells in your client
- It is learned - as in you learn it through books and education, the understanding of human emotions and their triggers.

For most of us – it's a combination of all 3

According to an article published in **Harvard Business Review**, which questioned 1,000 uber-successful salespeople, the below traits were dominant in their personalities.

- MODESTY
- CONSCIENTIOUSNESS
- ACHIEVEMENT ORIENTATION
- CURIOSITY

Consider those traits for a minute - are they not beautiful personality traits to possess?

Ok, with that all been said, even in today's world, where constant information is available, where it is easy for any person to inform themselves on literally anything entirely; then why is it that people do not like salespeople? **Why do people not trust salespeople?**

BECAUSE THEY FEEL *afraid* - PEOPLE FEEL AFRAID TO MAKE BAD DECISIONS.

Buying decisions, whether that is buying / engaging, you as the real estate sales agent, or whether purchasing a property; creates stress and fear; because the fear of making a wrong decision looms large.

It's essential to understand the first emotion a person feels when actively engaging with a salesperson is *fear*.

Despite millions of years of evolution and the development of abstract thought and critical thinking, humans still rely heavily on emotions when making decisions.

That's right, regardless of all the data analysis and a super pros/cons list, the decision to buy is primarily influenced by one of the more primal brain areas and less about by what makes us so smart.

"The most startling truth is we don't even think our way to logical solutions. We feel our way to reason. Emotions are the substrate, the base layer of neural circuitry underpinning even rational deliberation. Emotions don't hinder decisions. They constitute the foundation on which they're made!"
(impactbnd.com)

The buyer's first emotion is fear. They feel afraid; they feel vulnerable, they feel like they are making a mistake, they feel like they are being tricked, they feel pressured, they feel other people are going to tell them that they have been taken for a ride, they've been made a fool of - they feel like they are going to look stupid in front of their peers.

Stop for a moment

FEEL INTO THAT, THE PERSON FEELS AFRAID
SAY IT OUT LOUD TO YOURSELF - THE PERSON FEELS AFRAID

Understanding this fact, for me, was ground-breaking in my sales career - it suddenly all made sense to me.

I was probably only 20 when I first learned this. I was then attending night school and studying for a diploma in Sales Management & Communications in a business college in Dublin, Ireland. The way this fear response was explained to me was as follows.

As soon as a buyer/potential client actively engages with a seller, the very first emotion that was felt by that person was fear, and fear shut down that person's ability to hear you.

Since understanding it, I have seen this fear barrier in my mind's eye, as a massive steel trap door just lowering down and cutting off my client's connection to me.

From then on, I have spent many years learning how to neutralize that fear, to connect more authentically with the person, to open the doorway to building a relationship with a foundation of trust, offering a safe space for my client to communicate their needs and to be felt heard, a relationship, in which I can continue to support my client with my expertise, resulting in a successful sale where I can grow that client into an advocate for my business...creating a raving fan.

The most effective way I have found to neutralize this fear energy and build a trust connection with my clients automatically – is through the use of *Client Testimonials*.

I suppose at this stage, over my 26 years of salesmanship, I have hundreds of them!

Why

SO WHY ARE TESTIMONIALS AND REVIEWS SO IMPORTANT?

IN THE SIMPLEST TERMS -

BECAUSE OTHER PEOPLE SAY YOU ARE A SAFE PLACE - *that's it!*

The safe place will look different for different people. However, you will find the more and more testimonials you receive, that they will predominantly have the same message - for example, mine say, in simple terms, I get the results, I am hardworking, honest & a great communicator – each testimonial will have its own words; however, the overall message will be the same – why is that ...well it's all about your vibe, if you are conducting your business in a genuine, authentic and transparent manner, the message received through your testimonials should be pretty consistent - real testimonials will depict your vibe - and as we see all over our social media platforms' - *your vibe attracts your tribe.*

The testimonials I receive will speak to the buyers, whether that be the buyers of my service as a real estate agent or as literal buyers of houses - in a language that resonates with them. The more testimonials you have, the more obvious it will be to your clients' the consistency in the message.

TESTIMONIALS ARE A MESSAGE OF CREDIBILITY, A DISPLAY OF EXPERTISE FROM ANOTHER'S PERSPECTIVE.

So when your prospective clients do engage with you after reading your testimonials and reviews, and you connect with them in the energy of authenticity and transparency, there is an immediate dropping of their guard as they are at ease and already informed in your personality traits.

Testimonial statistics show that consumers have come to rely on and trust testimonials and reviews more with the expansion of the internet. (boast.io)

1. 92% of customers read online reviews before buying ([Big Commerce](#))
2. 72% of consumers say positive testimonials and reviews increase their trust in a business ([Big Commerce](#))
3. 70% of people trust reviews and recommendations from strangers ([Nielsen](#))
4. 88% of consumers say reviews influence their online purchasing decisions ([Vendasta](#))
5. 88% of consumers trust online testimonials and reviews as much as recommendations from friends or family ([Big Commerce](#))
6. 97% of B2B customers cited testimonials and peer recommendations as to the most reliable type of content. (Demand Gen Report)

HOW MANY REVIEWS DO YOU NEED FOR A STAR-RATING TO BE CONSIDERED ACCURATE?
TESTIMONIALS STATISTICS CAN SHED SOME LIGHT ON THESE QUESTIONS.

- 73% of consumers read six or fewer reviews before making a decision ([Vendasta](#))
- 12% of consumers read more than 10 reviews ([Vendasta](#))

No matter which way you look at it, as real estate agents, we have got it tough - we are center stage for people when they are going through an incredibly stressful experience; they say buying and selling houses on the stress barometer is right up there with funerals and getting married.

When people are stressed - they are also afraid.

When you understand you are dealing with fear...

When you understand that you are dealing with people's emotions

Only then do you truly understand the importance of Testimonials, Ratings & Reviews.

When people feel safe and relaxed, they are open to building a trusting relationship with you.

When they trust you, they accept your guidance; you are their safe place in this process.

Understanding the fear associated with making a significant purchase or making a considerable selling decision and then further understanding how powerful testimonials are to neutralizing that fear is crucial in your realization of why you work for Testimonials and the commissions earned are just a bi-product ... because, my friend, when you have an army of powerful and compelling testimonials – you will never have to stress about where the next sale is coming from – people will be lining up to do business with you – why?

Because you get the job done & you're a safe place ... everybody says so!

How

**HERE IS THE TRICK TO TESTIMONIALS - YOU HAVE TO DO A GOOD JOB!
TESTIMONIALS KEEP YOU HONEST!**

So, let's review the last paragraph of the why section:

Understanding the fear associated with making a major purchase or making a major selling decision and then further understanding how powerful testimonials are to neutralizing that fear is crucial in your realization of why you work for Testimonials and the commissions earned are just a bi-product ... because, my friend, when you have an army of powerful and compelling testimonials – you will never have to stress about where the next sale is coming from – people will be lining up to do business with you – why?

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Let's break this down for the how-to Section

...when you have an army of powerful and compelling testimonials – you will never have to stress about where the next sale is coming from – people will be lining up to do business with you – why? Because you get the job done & you're a safe place ... everybody says so!

KEYWORDS/PHRASES OF THIS PARAGRAPH I WANT YOU TO FOCUS ON

- AN ARMY OF POWERFUL & COMPELLING TESTIMONIALS
- YOU WILL NEVER AGAIN HAVE TO STRESS ABOUT WHERE THE NEXT SALE IS COMING FROM
- PEOPLE WILL BE LINING UP TO DO BUSINESS WITH YOU
- EVERYBODY SAYS SO

We earn when we sell! We consistently earn when we consistently sell! We earn at the elite level when we are top performers!

The key to being a top performer is to have consistent paying business.

So I will revert to my comment above - if you change your mindset to - 'I work for testimonials – commissions are the by-product of doing an excellent job' ...you, my friend, will become a top salesperson and will earn at the elite level.

The more compelling the testimonial, the greater the value it is to the consistency of your earning potential.

The only way to receive a compelling testimonial, where the client is happy to put their name to it, is by you doing a great job from DAY 1.

From the moment you shake that client's hand, know you are now working for that compelling testimonial.

- WORKING HARD FOR THAT CLIENT
- DOING WHAT YOU SAY YOU WILL DO
- KEEPING YOUR PROMISES
- MAINTAINING OPEN AND FLUID COMMUNICATION WITH THAT CLIENT THROUGH THE WHOLE PROCESS
- FINISHING STRONG BY ACHIEVING THE RESULT YOU PROMISED

***WILL ALMOST
GUARANTEE YOU
THAT COMPELLING
TESTIMONIAL

In simple terms – do your job to the best of your ability, stay honest, keep open communication - earn the testimonial.

But here is the clincher - *the testimonial will not just magically appear!*

You have to ask for it!

If you have done your job to the best of your ability, stayed honest, kept up open communication, then you will almost be excited when you ask for this testimonial.

You will be excited to hear & see the awesome things the client will say about you & 'the job-done-well-tick' you are about to receive! You know the testimonial is going to be a great little earner in the future! What salesperson doesn't love that feeling!

So this is why I say Testimonials keep you honest - because you know, if you have slacked off throughout the process with your client, you will have that sinking feeling that they may not give you a testimonial at all - or even worse, they may give you a 'Dealing with Salesperson was great, I just wish he/she was better at this' kinda testimonial.

Let me tell you when a prospective buyer reads this testimonial on a social media platform or a testimonial hosting site ... all they are going to read is... 'I just wish he/she were better at this' – this kind of testimonial is most definitely not a great little earner.

Do the job right; be confident in yourself that you have ticked all the boxes of having done a fantastic job for your client, you go ahead, with good manners, and you just ask.

Here's How

- Mention it first, on the phone or at one of your final meetings, that once the process has been completed, that if it were ok, you would like to send an email inviting the person to leave you a testimonial. Your client will not be surprised by this, as they will see that your current branding already contains many testimonials.
- Have a process in place, so your testimonial request process is as automated as possible.

Here's what I do

- I use a HubSpot newsletter format, which I have a prepared template
- I send this email template to my client at the point of notification of successful completion of the Job. This is when the client is most happy!
 - So, when the seller has just got the notification that the house is now successfully sold or; in the case of a buyer - when they have just received notification - that they are now the official owners of the property.
- I have a template request for a seller and a template request for a buyer.
- I have my HubSpot automated to send a reminder to the client 4 days after the initial request, and then 4 days following the second request.
- In the newsletter, I have 3 buttons, to all the client can choose which platform they are most comfortable to leave a review for me (Facebook, Ratemyagent, google)
- IF YOU HAVE DONE A GREAT JOB – YOUR CLIENT WILL HAPPILY LEAVE YOU A TESTIMONIAL

That's it - **WELL-DONE JOB, BOSS!**

- Sometimes, you might have done an excellent job for a client, plus you have a great relationship with them, yet after 3 requests - they still haven't left you a review.
- Don't Be Scared! Pick up the phone, mention that you notice they haven't left you a review, and enquire if you could have done anything better.
- You will find 90% of the time, they are just a bit embarrassed and don't know what to write.
- In this case ... offer to write a couple of short sentences and email it to them for their approval. A quick note here – keep it short & keep the messages and sentences in line with your current & received testimonials.

I Want Ownership over My Testimonials!

Why I started using *HubSpot* to request my reviews is simply because I wanted to have Ownership and guidance over HOW my clients were asked to leave me a review.

There are some super review sites out there such as *RateMyAgent* – and yes, you have authority over the message at which your review or testimonial is requested; however, the branding, frequency, and the number of times that RMA requests reviews is governed by the site, and not by you.

And yes, *RateMyAgent* is an excellent platform - but do you want all your reviews on one platform? Why should *RateMyAgent* have Ownership of your reviews?

Here's the thing you have to come to realize - that YOU are your greatest asset! YOU are the magic ingredient to the successful sale being brought about and being completed.

The other factor to consider with rating and review sites like *Rate My Agent* is if you solely use this platform; then for a potential client or client to view your testimonials - they need to be either on *Rate My Agent* platform already or need to be redirected to it. Therefore, in essence, you are redirecting people from where they found you online to another site which you have no authority over!

Here is a critical understanding; consider for a moment; your potential client or current client is browsing on one of your platforms, whether that be, your property listings on a primary property portal, Instagram, Facebook, LinkedIn, your website ... well, you don't want to give your (digital) power away so to speak and redirect that potential client, to another platform, where they could get lost down the rabbit hole of other real estate agents and their reviews! NO! You want to keep that potential client engaged with you on your platform. Stop giving your power away - YOU are your greatest asset – OWN IT

So this leads me back to my use of *HubSpot* as a tool to serve my display of testimonials. Here is my thinking - wherever this potential client found me, on whichever of these platforms (primary property portal, Instagram, Facebook, LinkedIn, my website) – I want that platform to have a full array of testimonials displayed for the potential client's easy viewing.

HubSpot allows me to send a beautifully branded newsletter, with a compelling and well-mannered message which includes clickable-buttons to my key platforms; allowing the happy client to click through to the platform where they are most comfortable to leave their testimonial of my work and service to them.

So let's revisit the statistics mentioned above

- 73% of consumers read six or fewer reviews before making a decision ([Vendasta](#))
- 12% of consumers read more than 10 reviews ([Vendasta](#))

What I aim to have is 6-10 testimonials as a minimum per major platform where my business and services are displayed, meaning if you click my Facebook profile, you'll find the testimonials there, RateMyAgent, Google reviews, all the major Property Portals, my website - in the simplest terms, my testimonials are on EVERY platform where I market my business.

Have your testimonial requests set up as part of your process - they are extremely valuable, your constant focus should be doing a fantastic job and requesting testimonials.

If you notice that one platform is receiving most testimonials, make sure to even things out by switching the buttons around on your testimonial requests, or reducing the choice options until you have the number of testimonials per platform consistent and growing.

KEY POINT - your website is your shop front, your office, your place of business - the only place we want to be directing traffic to is our website (we don't want to be directing traffic to other platforms (RateMyAgent) or our social Media) if traffic is to be directed anywhere – direct it to your website - my website has an entire section for my testimonials.

On the home page - my testimonials run below the Hero Image of the landing page; one after the other, an automatic train of testimonials - a constant flow of people saying I am fantastic at what I do – and of course, a visitor to my website can click into my testimonial page section on my website and read through all of my testimonials if they wish.

So which are 'the must-have platforms' that you should have your testimonials displayed?



GOOGLE: Google has 5 Billion Daily Searches

Google is the most potent review site in the world.

Businesses, ranked 1-3 on Google, meaning in the 1st- 3rd spot on the google search have, on average 8 reviews/testimonials (each).

- In today's world, before someone calls you/ your business, **they google you!!** ... think about it ... do you do that?
- You can only make a great first impression ONCE.
- As soon as a potential client googles you / your business - your potential client will be hit with your client testimonials.

So let's revisit the statistics mentioned above

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Other essential areas/portals/websites are:

- your business Facebook page
- the relevant review site such as 'Rate my Agent'
- your profile on all major property portals.

All of these massive websites/portals will support the request of reviews/testimonials. Ok, so now you have an **army of testimonials** - Where else should you be using these testimonials?

E-V-E-R-Y-W-H-E-R-E

HERE ARE THE KEY AREAS WHERE I USE MY TESTIMONIALS:

- **Sales Pitch/presentation/ price negotiation:**

Because this is what it's all about! WE SELL! Testimonials are our allies in the war against objections, pricing discounting; they highlight our value over another product or service provider. So I include a series of testimonials in ANY and ALL sales presentations I give.

- **Social Media Posts:**

I have my graphic designer create a social media post for testimonials I receive; the post is in line with our branding; it includes a photo of me & the text of the testimonial. The reason I have the image of me along with the wording of the testimonial – is simple – I want the person reading the post to see the positive words and my face all at the same time!! A quick note here: many of the major review sites will create a social media post for you, which you can post to your social media – I prefer not to use that post, as the review site is also trying to promote itself as an excellent platform – so its branding and message become competitive to your branding and message.

I generally have my designer create these posts in groups. I have then had the social media posts scheduled to run periodically (twice a week or even weekly) on my social media accounts (Instagram/Facebook) - the post is the image my designer created & the caption is the ADDRESS of the property sold, and I repeat the text from the testimonial.

ARE YOU READY TO STEP UP YOUR TESTIMONIAL GAME?

**ARE YOU READY TO BECOME KNOWN AS AN
ACTIVE, LEADING, LOCAL REAL-ESTATE AGENT
IN YOUR MARKETPLACE?**

ARE YOU READY TO WIN MORE BUSINESS?

for a limited time only!

- ✓ 4 x of my TOP PERFORMING Testimonial Request Email Scripts.
- ✓ My EASY step-by-step guide on how to set up your Testimonial Request Email in HubSpot (link to free HubSpot account included).
- ✓ If your busy bee like me I have also included a how-to-guide on how to outsource your HubSpot-newsletter-set-up-task for as little as \$30.
- ✓ You'll also receive my 'What you say about me' email banner & footer for your use in your Testimonial request emails! All you need to do is replace my profile photo with yours!
- ✓ My most recent 6 DL-Flyers focused around marketing my testimonials to the local market place - have your designer simply swap out my details for yours on the flyer and start getting your winning message out into your local marketplace!

**MAKE YOUR ENTIRE REQUESTING-TESTIMONIALS-PROCESS
AN EASY RINSE AND REPEAT PROCESS**

- ✓ Email Scripts; HubSpot How-To Guide; Outsourcing Design Guide; Email Banners; 6DL Flyer designs.
- ✓ The Full Rinse & Repeat Automation Process for Testimonial Requests

PLUS, FOR A LIMITED TIME ONLY

- ✓ **MY TOP SELLING MINI-COURSE
3 THINGS TOP AGENTS KNOW & Do**

BUY NOW!

**ONLY
\$19.99**

**AM I THE TYPE OF REAL ESTATE AGENT
YOU SHOULD LEARN WITH?**

HERE'S WHAT MY REAL ESTATE CLIENTS SAY ABOUT ME

Exceptional!

Gayle's service was exceptional.

Communication was outstanding and I felt so supported through the entire sale process. Even though the sale process for the property was a little out of the ordinary, she was always there and always so helpful. Just a delight to deal with. Thanks for everything Gayle.

LEANNE & PETER PAULS

Just Amazing!

Hands down the best agent in the world! her professionalism, her honesty, her trust, her passion for her job, her knowledge in the Real estate world; combined with the value and appreciation she has for her clients is truly extraordinary. her outshining personality is the difference between her and other agents. even in this very challenging market, if you are looking to sell - or buy - your property, don't take a second thought, give this incredible woman a call now!

SONJA FILKOSKA

Genuine, the Real Deal, Exemplary

If you are a seller or buyer, I highly recommend Gayle as your agent. From my first contact with Gayle her professionalism, market knowledge, honesty and genuine communication were stand out qualities that continued throughout the sale process. Her sales expertise was evident in the fact that our home sold on the first home open. Thank you Gayle you are one in a million. I am sincerely grateful to you for the smooth sale of our property.

AINSLIE HEMMINGS

Insightful, Capable, Determined & Passionate Professional

In my business I come across a huge number of real estate agents, and I can honestly say that Gayle is undoubtedly one of the best. She is an insightful, capable, determined, and passionate professional who knows how to get the job done to achieve the results you require. I have no hesitation in recommending her services - I already do. Gayle thank you so much!

LARRY HIRSCH

Energy, Authenticity & Invested

Gayle made us feel 100% confident with every step of the process. She talked us through options for marketing and staging our house as well as best practice for home opens and how to attract buyers. Gayle's energy and authenticity made us feel as though she was as invested in the sale of our property as we were. She updated us at every stage so we were always aware of where we stood. Gayle ensured that our property was priced for the current market and ensured a timely sale. We cant recommend Gayle highly enough- she's fabulous at her job and knows the area that she works. She's so easy to deal with.

Thank you Gayle it was a pleasure.

TOM & ZOE RUTHERFORD

Her Understanding of Client & Customer Needs is Impeccable

Gayle has an exceptional ability to effectively engage with all parties throughout the sales process. Her understanding of client and customer needs is impeccable, and she uses these skills to ensure everyone's satisfaction. I have absolutely no hesitation in recommending Gayle, as I am convinced, I got excellent results as both a seller and buyer through her hard work and skill. I would not consider any other agent to handle my property affairs in the future.

DAVID VILE

Highly Recommend

The process of selling a house can be stressful at the best of times with the right choice of agent being critical to a successful outcome. What we Loved about Gayle was her professionalism, energy and understanding, she also has a very straightforward approach which allowed us to make sound decisions before and during the sales process. She knew what we wanted out of the sale of our house, and she made that happen, with the market being so tough we managed to sell our house within a 5 week turn over, I definitely feel we couldn't of done that without Gayle.

SARAH COLANGELO

the Best Agent Out There

Gayle is very knowledgeable. Tells you how it is stands by her word. Gets the sale done. Always keeps you informed. I am very happy that we found her. I highly recommend her to anyone.

DENISE JONES

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