RS GONZALES

Safe HVAC Review Request Scripts

Most techs skip the review ask because nobody gave them the words. These are the words, for every moment that matters, and every one of them follows Google's review rules: every customer gets the same ask, nobody gets anything in return, and nobody is told what to write.

> Copy them, swap in your names and your link, and hand them to your team.

PART 1: When to Ask

Four moments, in this order, for every completed job. Nothing gets skipped because the day was busy.

WHEN	WHO DOES IT	WHAT HAPPENS
End of the service call	The tech	One honest sentence asking for a review, plus a promise to text the link
Same day, ideally within two hours	Office, or your CRM automatically	A text with your direct Google review link
Three days later, only if no review came in	Office, or your CRM automatically	One reminder text, sent once
Within one business day of any review	Owner or office manager	A reply, whether the review is good or bad

> **Where to get your link:** open your Google Business Profile, choose “Ask for reviews” (some accounts show it as “Get more reviews”), and copy the link or download the QR code. Save the link in a text template so nobody has to look it up twice.

PART 2: The In-Person Ask

Say it before you pack up, while the customer can still feel the difference you made. Keep it to one or two sentences, then move on.

After a repair, or a no-cool or no-heat call

"Before I head out, one small favor. We're a local company, and Google reviews are how our neighbors find us. I'll text you the link tonight, and if you have a minute, an honest review would mean a lot."

After a new system install

"Thanks for trusting us with the new system. Over the next few days, you'll notice how it runs. I'll text you our Google review link, and once you've lived with it a bit, an honest review helps other homeowners decide."

After a maintenance visit

"You're all set until the next visit. One quick ask: I'm going to text you our Google review link. If you've got a minute this week, an honest review helps a small company like ours get found."

If the customer says "I'll do it later"

"No rush at all. The text will have the link, so it's one tap whenever you're ready."

Why these work: each one gives a reason, takes away the work of finding you, and uses the word "honest," which tells the customer you are not fishing for five stars.

PART 3: Texts and Email

Send these from a name, not a company. A text from Dave gets read. A text from "ABC Heating Notifications" gets swiped away.

Same-day text

"Hi **[first name]**, thanks for having us out to **[fix your AC / service your furnace / install your new system]** today. If you have a minute, an honest Google review helps other homeowners find us: **[link]**. **[Tech name]**, **[Company]**"

Same-day email

Subject: Thanks for having us out today, **[first name]**

Hi **[first name]**,

Thanks for choosing **[Company]** today. **[Tech name]** mentioned how glad you were to have your **[AC / heat]** running again.

We're a local company, and Google reviews are how our neighbors find us. If you have a minute, we'd be grateful for an honest review: **[link]**

If anything about today wasn't right, reply to this email and it comes straight to me.

[Owner name], **[Company]**

Reminder text (send once, three days later)

"Hi **[first name]**, a quick follow-up in case our link got buried: **[link]**. Thanks again for choosing us."

Rules for every message:

- One link, nothing else to click.
- No offer, no discount, and no mention of stars.
- Every customer gets the same message, whether you think they loved you or not.
- One reminder at most. A second one turns a favor into a chore.

PART 4: Replying to Reviews

Reply to every review within one business day. The person who wrote it reads your reply once. Every homeowner checking you out next month reads it too.

Five-star review, version one

"Thanks, **[first name]**. Glad we could get your **[AC / furnace]** running again before the weekend. **[Tech name]** will be happy to hear this. We're here whenever you need us."

Five-star review, version two

"We appreciate you taking the time, **[first name]**. Thanks for trusting us with your new system, and enjoy the quieter, cooler summer."

Three-star or mixed review

"Thank you for the honest feedback, **[first name]**. We're glad the repair held, and you're right that we arrived later than promised. We've changed how we confirm arrival times so it doesn't happen again. If you'd like to talk it through, call me directly at **[number]**. **[Owner name]**"

One-star review

"**[First name]**, I'm sorry this visit fell short. I'd like to understand what happened and make it right. Please call me directly at **[number]** so we can sort it out. **[Owner name]**, Owner"

Rules for hard replies:

- **Never argue in public.** Even if you are right, the next reader only sees a company fighting with a customer.
- **Never share job details.** No prices, addresses, or what you found in their home.
- **Move it offline.** Give a name and a direct number, then fix it on the phone.
- **Flag, do not fight, a fake.** If the review is not from a customer, report it to Google through your profile and reply calmly that you have no record of the job.

PART 5: The Never-Say List

Pin this in the truck. Each of these breaks Google's review rules, and some break federal rules too.

NEVER SAY OR SEND	WHY IT IS A PROBLEM
"Leave us five stars"	Telling customers what to write is banned. Ask for an honest review instead.
"We'll take $20 off if you review us"	Any discount, gift card, raffle, or freebie in exchange for a review is banned.
"How would you rate us, 1 to 5?" before the Google link	Sending only happy customers to Google is review gating, and Google bans it by name.
"Could you mention AC repair in [city]?"	Asking for specific words in a review is banned, even helpful-sounding ones.
"Can you do it now, on my tablet?"	Pressuring a customer to review on the spot is banned. Send the link to their own phone.
"I get a bonus if you mention my name"	Review quotas and staff rewards tied to review content are banned.
"Have your family leave us a review"	Reviews from relatives, employees, and business partners count as a conflict of interest.

PART 6: The Team Ask Tracker

Track the asks, never the reviews. A review quota breaks Google's rules, while an ask rate is the number you control.

WEEK OF	TECH	JOBS COMPLETED	ASKS MADE IN PERSON	TEXTS SENT	ASK RATE	REVIEWS RECEIVED
					%	
					%	
					%	
					%	

> **Ask rate** = asks made, divided by jobs completed. Aim for every job, every tech.

How to read it:

- **Ask rate below 80%.** The habit has not stuck yet. Practice the script at the next team meeting.
- **Ask rate high, reviews low.** Check that the text is going out the same day and that the link opens your review form.
- **One tech far ahead of the rest.** Have them share how they say it. Peers learn faster from a coworker than from a script.

> **Built by RS Gonzales. We set up this review system for HVAC contractors across the U.S. and run it inside our CRM, so nobody has to remember to send anything. If you want us to set it up for you, book a strategy session at rsgonzales.com/book-strategy-session/**