



OLD REPUBLIC

Ask at the Closing Table

Start turning satisfied customers into consistent online reviews.



1

Create Your Review QR Code

Log in to your Google Business Profile and generate your direct Google review QR code. This gives clients a fast path to leave a review.



2

Build a Simple Review Page

This can be a one page handout that includes your review QR code, a thank you message and a short call to action "Please share your feedback."



3

Add It to Every Closing Packet

Place the review page as the final page in your closing packets. This makes the request feel intentional and part of the client experience.



4

Train the Closer

At the end of the closing, the closer should flip to the review page, explain it and then ask the clients and real estate agents to scan the QR code.



5

Step Out and Give Space

The closer can step out to make copies and finalize paperwork. This creates a natural moment to complete the review without pressure.



6

Repeat for Every Closing

Most agents ask for reviews occasionally. Growth comes from asking every time. Stick with it and watch your reviews climb.

Grow With Us: Google Reviews

WHY THIS MATTERS

Google reviews build trust.

Google reviews are the life-blood for service-based businesses. They build trust, improve local search rankings, and help future clients choose your title company.

The best time to ask for a review is when the client is happiest, right after a successful closing. Agents using this strategy have seen significant increases in Google reviews and you can too.

REVIEWS TURN YOUR HARD WORK INTO FUTURE GROWTH



GROW WITH US



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Contact your Old Republic Title Agency Account Manager for practical ways to improve your reviews and grow your online visibility.