

Cleaning Review Request Email And Text Templates

Practical cleaning business template • Customize fields before use

Brand customization: This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.

CLEANING REVIEW REQUEST TEMPLATES

Template ID: TPL-MKT-002

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Provided by TidyOps

Use these email and text templates to request reviews and feedback from cleaning customers after service.

Replace all bracketed fields before sending.

1. SIMPLE REVIEW REQUEST EMAIL

Subject

How did we do?

Email

Hi [First Name],

Thank you for choosing [Company Name] for your cleaning.

We'd appreciate hearing about your experience. Your feedback helps us understand how we're doing and helps other customers learn about our service.

You can leave a review here:

[Review Link]

Thank you for your time and for trusting us with your home.

[Company Name]

2. SIMPLE REVIEW REQUEST TEXT

Hi [First Name], thanks for choosing [Company Name]! If you have a moment, we'd appreciate your feedback about your cleaning: [Review Link]. Thank you!

3. FIRST-SERVICE REVIEW REQUEST

Subject

How was your first cleaning?

Email

Hi [First Name],

We hope everything went well with your first cleaning from [Company Name].

We'd love to hear about your experience.

If you have a moment, you can share your feedback here:

[Review Link]

If there's anything you'd like us to know about your service, you can also reply directly to this email.

Thank you,

[Company Name]

4. FIRST-SERVICE TEXT

Hi [First Name], we hope your first cleaning with [Company Name] went well. We'd appreciate your feedback when you have a moment: [Review Link]. You can also reply here if there's anything you'd like us to know.

5. RECURRING CUSTOMER REVIEW REQUEST

Subject

We'd value your feedback

Email

Hi [First Name],

Thank you for continuing to trust [Company Name] with your cleaning.

Since you've had several services with us, we'd appreciate hearing about your overall experience.

You can share your feedback here:

[Review Link]

Thank you for being one of our recurring customers.

[Company Name]

6. LONG-TIME CUSTOMER REQUEST

Subject

Thank you for being a customer

Email

Hi [First Name],

You've been a customer of [Company Name] since [Customer Since / Approximate Time], and we really appreciate your continued business.

If you'd like to share your experience, you can leave us a review here:

[Review Link]

Thank you for trusting our team.

[Sender Name]

[Company Name]

7. DEEP CLEANING REVIEW REQUEST

Hi [First Name],

Thank you for choosing [Company Name] for your deep cleaning.

We'd appreciate your feedback about the service.

[Review Link]

If there's anything you'd like us to know about the cleaning, just reply to this message.

Thank you,

[Company Name]

8. MOVE-OUT CLEANING REVIEW REQUEST

Subject

How was your move-out cleaning?

Email

Hi [First Name],

We know moving can be a busy time, so thank you for choosing [Company Name] for your move-out cleaning.

If you have a moment, we'd appreciate hearing about your experience:

[Review Link]

We hope the rest of your move goes smoothly.

[Company Name]

9. COMMERCIAL CUSTOMER REVIEW REQUEST

Subject

Feedback on your cleaning service

Email

Hi [First Name],

Thank you for working with [Company Name].

We periodically ask customers for feedback so we can continue improving our service.

If you're willing to share your experience, you can leave a review here:

[Review Link]

You can also reply directly if there's anything you'd like our team to know.

Regards,

[Sender Name]

[Company Name]

10. PROPERTY MANAGER REVIEW REQUEST

Hi [First Name],

Thank you for trusting [Company Name] with cleaning services for [Property / Properties].

We'd appreciate your feedback about working with our team.

[Review Link]

Thank you,

[Sender Name]

11. VACATION RENTAL HOST REVIEW REQUEST

Subject

We'd appreciate your feedback

Hi [First Name],

Thank you for choosing [Company Name] for your vacation rental turnovers.

We'd appreciate hearing about your experience with our cleaning and turnover service.

You can leave feedback here:



[Review Link]

Thanks for working with us,

[Company Name]

12. SHORT REVIEW REQUEST

Hi [First Name], thank you for choosing [Company Name]. We'd appreciate your feedback:
[Review Link]

13. FRIENDLY REVIEW REQUEST

Hi [First Name],

Thanks again for having us clean your [home/property/office].

If you have a minute, we'd love to hear what you thought:

[Review Link]

Thanks for choosing [Company Name]!

14. REVIEW REQUEST FROM OWNER

Subject

A quick note from [Owner Name]

Hi [First Name],

I'm [Owner Name], the owner of [Company Name].

Thank you for trusting our team with your cleaning.

Customer feedback is important to us. If you'd like to share your experience, you can leave a review here:

[Review Link]

You can also reply directly to this email if there's anything you'd like me to know.

Thank you,

[Owner Name]

[Company Name]

15. REVIEW REQUEST AFTER COMPLIMENT

If a customer has independently told you they appreciated the service:

Hi [First Name],



Thank you for the kind feedback about your cleaning. I'm glad to hear about your experience.

If you'd like to share that feedback publicly, here's our review link:

[Review Link]

Either way, thank you for letting us know.

[Sender Name]

16. REVIEW REQUEST REMINDER

Subject

A quick follow-up

Hi [First Name],

I wanted to follow up on our recent request for feedback.

If you'd still like to share your experience, you can do that here:

[Review Link]

There's no need to respond if you've already submitted a review.

Thank you,

[Company Name]

17. SHORT REVIEW REMINDER TEXT

Hi [First Name], a quick reminder from [Company Name] in case you'd still like to share feedback about your cleaning: [Review Link]. Thanks again!

18. THANK-YOU AFTER REVIEW

Subject

Thank you for your feedback

Hi [First Name],

Thank you for taking the time to leave feedback about your experience with [Company Name].

We appreciate you choosing us for your cleaning.

Best,

[Sender Name]

[Company Name]

19. THANK-YOU TEXT

Thanks for taking the time to leave feedback, [First Name]. We really appreciate you choosing [Company Name]!

20. PRIVATE FEEDBACK REQUEST

Not every customer interaction needs to begin with a public-review request.

Subject

How did your cleaning go?

Hi [First Name],

We wanted to check in after your recent cleaning.

How did everything go?

If there's anything you'd like us to know—good or bad—just reply to this email.

Your feedback helps us improve the service we provide.

Thank you,

[Company Name]

21. SERVICE RECOVERY FOLLOW-UP

Do not immediately ask for a review after a complaint simply because the issue was addressed.

Instead:

Hi [First Name],

I wanted to follow up after we addressed the issue with your recent cleaning.

Did the resolution take care of the concern?

If there's anything else we need to address, please let me know.

Thank you for giving us the opportunity to make things right.

[Sender Name]

22. REVIEW REQUEST AFTER SERVICE RECOVERY

If appropriate at a later point:

Hi [First Name],

Thank you again for continuing to work with us.

We appreciate the opportunity to serve you and would value your feedback about your experience with [Company Name].

[Review Link]

Thanks,

[Sender Name]

23. GOOGLE REVIEW REQUEST

Hi [First Name],

Thank you for choosing [Company Name].

If you'd like to share feedback about your experience, you can leave us a Google review here:

[Google Review Link]

Thank you for your time.

[Company Name]

24. FACEBOOK REVIEW / RECOMMENDATION REQUEST

Hi [First Name],

Thanks for choosing [Company Name].

If you'd like to share your experience with others on Facebook, here's our page:

[Facebook Link]

We appreciate your feedback.

25. REVIEW REQUEST QR CARD TEXT

How did we do?

Thank you for choosing [Company Name].

We'd appreciate your feedback.

Scan the QR code to share your experience.

[QR CODE]

[Optional Short Review URL]

26. PRINTED LEAVE-BEHIND CARD

Thank you!

We appreciate you trusting [Company Name] with your cleaning.

We'd love to hear about your experience.

Leave feedback:

[Review URL / QR Code]

Questions or concerns?

[Phone]

[Email]

27. EMAIL SIGNATURE REVIEW LINE

Enjoying your cleaning service? Share your feedback: [Review Link]

Use sparingly rather than making every customer communication primarily about reviews.

28. RECOMMENDED REVIEW WORKFLOW

A simple workflow could be:

Service completed

↓

Quality / customer follow-up

↓

Review request sent

↓

Reminder if appropriate

↓

Review received

↓

Thank customer

Do not repeatedly contact customers who do not respond.

29. REVIEW REQUEST TIMING

Possible trigger points include:

- ☐ After first successful service
- ☐ After several recurring services
- ☐ After a customer voluntarily compliments the team
- ☐ After successful project completion
- ☐ After a commercial relationship has been established
- ☐ At another appropriate customer-lifecycle milestone

30. PERSONALIZATION FIELDS

Useful merge fields:

[First Name]

[Company Name]

[Owner Name]

[Cleaner / Team Name]

[Service Type]

[Service Date]

[Property Name]

[Customer Since]

[Review Link]

[Google Review Link]

[Facebook Link]

[Sender Name]

31. REVIEW TRACKING

Track:

Customer:

Request Date:

Channel:

☐ Email

☐ SMS

☐ Printed Card

☐ QR Code

☐ Other

Reminder Sent:

Review Received:

☐ Yes

☐ No

Review Platform:

Rating:

Thank-You Sent:

☐ Yes

32. METRICS TO WATCH

Review Requests Sent

Reviews Received

Review Conversion Rate

%

Average Rating

Reviews by Service Type

Reviews by Lead Source / Customer Segment

IMPORTANT REVIEW-GATING NOTICE

Do not design a workflow that asks only customers who indicate they are happy to leave a public review while diverting unhappy customers exclusively into private feedback.

Some review platforms prohibit or restrict review gating, selective solicitation, incentivized reviews, conflicts of interest, or other manipulative review practices.

Use neutral language and give customers a genuine opportunity to provide feedback.

INCENTIVE NOTICE

Before offering discounts, gift cards, contest entries, rewards, or other incentives in connection with reviews, verify the applicable review platform's policies and relevant advertising or consumer-protection requirements.

If incentives are permitted, disclosure requirements may apply.

EMAIL & SMS NOTICE

Review requests sent by email or text may be subject to consent, opt-out, marketing, privacy, and communications requirements depending on jurisdiction and how the message is classified.

Honor valid opt-out requests and configure your communication practices appropriately.

TEMPLATE NOTICE

These templates are general examples and are not legal, marketing, privacy, advertising, or platform-compliance advice.

Review-platform rules can change. Businesses should verify current requirements for the platforms they use.

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