# Why I'm thanking local businesses this month

**By Cameron Nakashima, Media Engagement Manager, Better Business Bureau Great West + Pacific**

As a consumer advocate and supporter of local businesses, I've noticed something that often goes unspoken: Great businesses rarely get the recognition they deserve. That's why I'm particularly excited about Better Business Bureau's [Thank a Business Month](https://www.bbb.org/all/customer-reviews/thanks) this November, and I want to share why I believe we should all participate.

In my time working with local businesses, I’ve seen how reviews can make or break a small business owner’s success. A kind word, a shout-out to staff, or heartfelt thanks shared online can make someone’s day (and even help that business create new customers)!

Here's what I find most compelling, though: when we take the time to share positive experiences, we're not just helping that business – we're helping our entire community. Just think about how many times you have relied on honest reviews to find a trustworthy mechanic, a reliable contractor, or a quality restaurant. Every authentic review becomes a guidepost for other consumers. But don’t just take my word for it: According to BrightLocal, [98 percent of consumers](https://www.brightlocal.com/research/local-consumer-review-survey/) read online reviews when researching local businesses.

So, yes, leaving good and honest reviews for your favorite local business helps it succeed, but it also helps the people in your community who are looking for a business they can trust.

When leaving these reviews, you have several options to choose from, including Google Reviews, Yelp, Trustpilot, and, my personal choice, Better Business Bureau (BBB). Yes, I am biased toward BBB, but for good reason. What I particularly appreciate about BBB's approach to customer reviews is its commitment to authenticity. For example, fake reviews are a big problem online these past few years, but BBB has long been committed to ensuring the [authenticity of reviews](https://www.bbb.org/all/customer-reviews/reviews). BBB verifies every reviewer's contact information, gives businesses a chance to respond before publishing, and notably, doesn't allow anonymous posts or compensated reviews. This creates a trusted platform where genuine customer experiences can shine.

That said, there is more than one meaningful way to say "thank you" to the best businesses in your community. Simple actions like referring friends and family, engaging with businesses on social media, or even just making a point to shop locally can make an impact.

As we approach the holiday season, entering into these final two months of the year, it's the perfect moment to reflect on the businesses that have made our lives easier. That family-owned hardware store that always has the part you need, the local café where they remember your usual order, the HVAC technician who helped you fix your heater quickly and affordably, or the auto shop that squeezed you in during an emergency – these businesses deserve our recognition.

If you need more convincing, note that the sales many small businesses make during these final two months of the year account for roughly 19% of their total annual revenue, according to the [National Retail Federation](https://nrf.com/research-insights/holiday-data-and-trends/winter-holidays/winter-holiday-faqs#:~:text=What%20percentage%20of%20annual%20retail%20sales%20do,increasing%20retailers'%20fixed%20costs%20of%20doing%20business.). This means your reviews and support now can help these businesses finish out 2024 as a success.

Personally, I’m committing to writing at least three BBB reviews this month for businesses that have impressed me, and I encourage you to do the same. It only takes a few minutes – but it can make a big difference in supporting our local business community.

Want to join me in thanking a business? Visit [BBB.org/Thanks](https://www.bbb.org/all/customer-reviews/thanks) to learn more about how you can participate in "Thank a Business" month. Let's work together to strengthen our local business community by acknowledging those who serve it well.