



# The Power of Customer Reviews for Small Businesses

**96%** of consumers are open to writing a review for your business.

Source: BrightLocal's Local Consumer Review Survey, 2025. [Access more information on the survey through this link.](#)

## BBB® Customer Reviews Published (in the last 5 years)<sup>1</sup>

**4.5**  
million  
Submitted

**2.7**  
million  
Published

**1.5**  
million  
Positive

## ◀ How BBB Customer Reviews are different ▶

- ▶ The BBB may verify the reviewer's email address and phone number when provided.
- ▶ Businesses are allowed to confirm that a marketplace interaction took place with the reviewer and can respond.
- ▶ Comments from third parties are not allowed on reviews.
- ▶ Anonymous reviews are rejected.
- ▶ Reviews in which the consumer was compensated for the review, directly or indirectly, are not allowed.

## Industries with the most BBB Customer Reviews (in the last 3 years)



Roofing  
Contractors



Online Retailers



Insurance  
Companies



Heating &  
Air Conditioning



New Car Dealers

**Grow your online presence with BBB Customer Reviews, a resource that has added value to 85% of BBB Accredited Businesses that responded.<sup>2</sup>**

<sup>1</sup>IABBB Data, 2021 - 2025. Published meaning reviews that have passed the BBB moderation and comply with the Customer Review Policy.

<sup>2</sup>According to 13,000 responses from a 2024 IABBB survey of BBB Accredited Businesses.

Learn more at **BBB.org/all/customer-reviews**

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