



Nextdoor Opens Voting for the 2026 Fave Awards

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The Neighborhood Network Unveils an Improved Voting Experience for Neighbors to Recognize Their Favorite Local Businesses

SAN FRANCISCO--(BUSINESS WIRE)-- Nextdoor Holdings, Inc. (NYSE: NXDR), the essential neighborhood network, has opened voting for the 2026 Fave Awards through September 30, 2026. This year's improved voting experience makes it easier for neighbors to discover and recommend local businesses — and to vote for the ones they love most.

Nextdoor Fave Awards

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Neighbors across the U.S., Canada, and the U.K. can vote for local gems, from their favorite restaurants to the home service providers they rely on.

Winners will be recognized as this year's Fave Awards winners on and off the platform, and every neighborhood will come away with a curated list of the businesses its neighbors rely on.

For years, millions of neighbors have tapped their communities for local business recommendations on Nextdoor. This organic behavior represents nearly 30% of all content on Nextdoor, proof of how central local recommendations are to neighbors' use of the platform. Nearly 6.6 million businesses have claimed their free Nextdoor Business Page, where they have collected recommendations and Faves (Nextdoor's signal that a neighbor vouches for a business).

That neighbor-to-neighbor connection is what makes a Fave different from a typical online review. An online search for a contractor, a dentist, or a dog groomer can turn up pages of five-star reviews from people no one recognizes. A Fave on Nextdoor comes from a verified neighbor, someone nearby who has actually hired that contractor and is willing to vouch for them. Add up enough of them, and a business's Faves count becomes visible proof, right on its Business Page, that real neighbors trust it enough to say so.

Businesses can build their reputation all year long by collecting Faves. The more Faves a business has, the higher it appears in the annual Fave Awards voting flow and search, increasing its chances of being recognized as a Fave Award winner each year.

"When you need a plumber or a veterinarian, you don't want the internet's opinion. You want your neighbor's," said Nextdoor CEO and Co-Founder Nirav Tolia. "The instinct of relying on a neighbor's word-of-mouth recommendation is exactly what Faves and our annual Fave Awards bring online. It's not a star rating from a stranger. It's a real person on your street telling you who they trust, and then another, and another, until you realize your neighbors have been pointing you to the right business all along."

Past winners have seen the impact of Fave Awards recognition directly: on average, a Fave Award winner gets 32 times more views on its Nextdoor Business Page, 26 times more recommendations, and 35% more clicks on its Nextdoor ads than a business that hasn't won.

"I have used Nextdoor for years to grow my business and meet amazing clients," said William Redding, owner of Marin Handyman in Marin, California. "I have over 300 Faves, and I have been a Fave Award winner for three years in a row. I know this recognition from Nextdoor is a big reason why my business has been growing so fast."

Local businesses can join Nextdoor at no cost by claiming a free Business Page, then sharing their unique Fave link with customers by text, email, print, or social media. Fave Awards voting runs through September 30th. Those who earn the most votes during the voting period will be awarded with a window sticker and a trophy badge on their Business Page, along with featured placement in their neighborhood's Local Faves discovery hub. Official rules are available on the [Nextdoor Help Center](#), and a promotional toolkit is available for businesses that want to spread the word [here](#). To learn more about the 2026 Fave Awards, visit: <https://business.nextdoor.com/en-us/small-business/fave-awards>.

About Nextdoor

Nextdoor (NYSE: NXDR) is the essential neighborhood network for over 110 million verified neighbors, offering trusted local news, real-time safety alerts, neighbor recommendations, for sale and free listings, and events. Nextdoor connects neighbors to the people, places, and information that matter most in their local communities. In addition, businesses, news publishers, and public agencies use Nextdoor to share important information and engage with neighborhoods at scale. Download the app or join the neighborhood at nextdoor.com. For more information and media assets, visit: nextdoor.com/newsroom.

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