

MOST TRUSTED BUSINESS AWARDS 2026




"Recognising New Zealand's Most Trusted Businesses."



Tolbecs Ear Clinic – 2025 Winners: Overall
Most Trusted Business in New Zealand

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EXECUTIVE SUMMARY

Most Trusted has been running since 2017, it is a popular online database of verified, trusted New Zealand businesses and runs the Annual Business Awards.

The Awards are an exciting process shared between your company, clients, networks and the public and everyone loves participating as it increases sales and referrals!

Great for Nationwide businesses and online shops looking for nationwide exposure. Winners are qualified companies with the most votes/reviews from the public in each industry category in New Zealand or within their base region.

All businesses are personally reviewed and meet the Member Code of Ethics.

We will create you a dynamic online business profile, promoted on the Most Trusted Website.

Members use their Award Status, Winners Logo and client reviews in their promotional materials - cars, radio, newspaper, websites, email signatures.

NZ Wide Media Network promotes the winners Google officially recognizes/links Most Trusted Awards votes/reviews.

Minimal work is required from each participating companies, other than a 10min phone interview



PRICING

One Region Only - \$175 One Off Setup + \$150 Annual Membership

Multiple Locations/NZ Wide - \$175 One Off Setup + \$250 Annual Membership

***all prices are + GST**

10% of the Subscription is Donated to Society of St Vincent De Paul NZ

BUSINESS AWARDS

Your business profile acts as your online platform for receiving votes You are eligible to win an Annual Most Trusted Business Award if you have verified votes.

Sample Awards are:

- **Category Awards – Voted Most Trusted Plumber in Tauranga**
- **Regional Awards – Voted Most Trusted Business in Christchurch**
- **Overall Awards – Voted New Zealand’s Most Trusted Business**

Awards Winners are often in local Newspapers, and can have a big buzz! Check out the 2025 winners [HERE](#).

Being branded a Most Trusted Winner will enable you to show how trustworthy your business is with a badge.

Client Feedback – Your Most Trusted Profile is a platform/asset for client feedback, validating your status as a Trusted Business.



To register, click [HERE](#) or email admin@mostrusted.co.nz and we will begin your registration.

All that is required from you is a 10 minute phone interview we do the rest!

ABOUT THE MOST TRUSTED BUSINESS AWARDS

The Purpose of the Most Trusted Business Awards is to recognize businesses for their trustworthiness. It is about those businesses that are putting in the extra work to get that excellent reputation. It is about businesses that have the X factor. If you scroll through the Most Trusted Winners of prior years' you will see a trend. Why do all of their clients, partners and the public simply rave about their product and service? It is because they are trustworthy and the Most Trusted Business Awards enables those firms to showcase and get recognition for their reputation.

ABOUT THE BUSINESSES ALREADY ON THE MOST TRUSTED DATABASE

Listed Businesses – Businesses that are listed on Most Trusted must go through a validation process, which is dependent on whether they were nominated or identified based on criteria for that industry. Any business that does not meet the criteria or receives negative feedback are not on the database. Certified Members – Businesses with a completed profile on Most Trusted have gone through an interview/certification process with Most Trusted Staff. We have personally validated each business and created a dynamic business profile on their behalf based on our review of the business products or services. Many of these businesses have pages upon pages of amazing reviews and have won our awards.

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APPLICATION PROCESS

- Confirm you would like to become a member of Most Trusted.

Please note from this point onwards Most Trusted Staff will spend several hours validating your business, preparing for the interview, creating your dynamic business profile and processing your membership. This means that the setup cost + one year's membership is payable.

- Phone Based Interview – One question we will ask is: What makes you the Most Trusted Business in your Industry”?
- Profile Creation Live- Most Trusted will do its own personalized write up on your business using information gathered from your website and the interview.

Most Trusted Business Awards Run Through-out the year and are announced in November. Any changes to your live profile in terms of wording of imagery is made free of charge. Simply email admin@mosttrusted.co.nz with your changes.

Is there a business you think should be part of the awards? Nominate them [HERE!](#)

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MEMBERSHIP TERMS AND CONDITIONS

- Most Trusted Ltd. will promote its members positively and never publish or share any negative information about any business. This is a positive promotional business and awards program.
- Most Trusted Ltd. reserves the right to remove members as they see fit to protect the reputation of the Awards Program.
- Most Trusted Ltd. Reserves the right to modify the Awards rules/dates.
- Most Trusted Ltd. Reserves the right to alter the prizes for winners at any-time.
- Any contact details/emails may be used to further promote the awards.
- Annual Membership & Payment Auto Renew on your subscription.

You must notify us prior to your annual review date otherwise you will be charged monthly for the months between your annual renewal date and the date you tell us you wish to be removed.

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MOST TRUSTED BUSINESS AWARDS RULES

- You must have votes published to receive Award, when starting we can load up to 3 previously collected reviews.
- All votes are personally approved by Most Trusted Staff prior to being published.
- The Member with the most votes and reviews for their category wins. These are publically viewable to ensure competition validity.
- If you are second in your category you will be deemed runners up in your category or we may create another category for your business as we see fit.
- Negative reviews are not published. Members are sent a copy of the review via email

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MEMBERSHIP BENEFITS

- Online Business Profile – Members business profiles feature at the TOP of their categories and receive tens of thousands of views due to the high volume of people visiting Most Trusted to find Trusted Businesses.
- Most Trusted has achieved high volumes of visitors due to its online advertising spend, also our members promote the Awards via newspapers, Facebook, email signatures, signage and word of mouth.
- We SEO optimize your business profile to driver traffic into your website, improving your Google ranking.
- We have Newspaper advertising partnerships, which include 5 page spreads announcing regional winners and write-ups in business sections of Newspapers.
- We also do press releases and emails to thousands of business leaders.
- Votes and reviews are registered by your Google Business Profile and recognized by AI Tools.

[Check out the Recent Nominated Business](#)

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GOOGLE and AI Tools Recognize your Most Trusted Reviews

Reviews from the web

Facebook

4.8/5

17 votes

Most Trusted

5/5

31 votes

Reviews ⓘ

144 Google reviews

Write a review

Add a photo



Most Trusted integrates well with Ai Tools such as Google and ChatGPT by creating quality content for trusted NZ businesses, and appearing on your profile with a high rating, boosting your credibility and online presence.



MOST TRUSTED

**QUESTIONS? PLEASE FEEL FREE TO
GIVE THE MOST TRUSTED TEAM A
CALL OR EMAIL
ADMIN@MOSTRUSTED.CO.NZ**

Congratulations to all the 2025 winners

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JOIN US FOR THE

8TH ANNUAL

M  **ST TRUSTED**

2026 BUSINESS AWARDS

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Announced November 13th, 2026