

VetSoftwareHub Unleashes 'Vendor Claims & Edits,' Helping Providers Stand Out on the World's Top Veterinary Directory

New feature empowers vendors to command their brand narrative on the industry's only 100% independent, zero-commission evaluation platform.

ANAHEIM, CA, UNITED STATES, July 13, 2026 /EINPresswire.com/ -- VetSoftwareHub.com, the

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Adam Wysocki

world's definitive, independent authority for veterinary software evaluation, today announced the launch of Vendor Claims and Edits. This groundbreaking capability allows software providers to officially claim ownership of their listings and manage their profiles in real time, reshaping how technology is discovered and evaluated in the veterinary industry.

Unlike traditional B2B software review sites that operate

on hidden affiliate fees, pay-to-rank sponsorships, or corporate software ownership, VetSoftwareHub maintains an absolute ironclad commitment to neutrality. The platform accepts zero commissions, zero affiliate fees, and holds no shares or financial stakes in any veterinary software company. It is a purely merit-based ecosystem where rankings cannot be bought.

Because of this radical transparency, veterinary practice managers trust VetSoftwareHub implicitly. However, legacy directories often suffer from a critical flaw: outdated listings that force buyers to make high-stakes decisions based on old data. VetSoftwareHub's new feature solves this permanently. Vendors can now instantly verify their identity and take the driver's seat, ensuring their cutting-edge features, pricing tiers, integrations, and compliance standards are perfectly accurate.

Crucially, VetSoftwareHub has deployed a new, merit-based visibility algorithm that completely replaces the "pay-to-play" model seen elsewhere. The platform now actively prioritizes and elevates listings based solely on completeness and recency of updates. In short: because vendors cannot buy premium placement, they must earn it by maintaining pristine, accurate profiles. Vendors who engage will secure prime real estate in front of highly motivated buyers, while those who leave their profiles static risk falling behind their competitors.

"Veterinary hospitals deserve a pristine, completely unbiased ecosystem to evaluate the software that runs their businesses," said Adam Wysocki, Founder of VetSoftwareHub. "We don't take kickbacks, we don't take commissions, and no vendor can write a check to rank higher than another. With Vendor Claims and Edits, we are giving the industry's best software providers the keys to their own visibility. If you are a vendor, your buyers are already here looking for an honest comparison. Claiming your listing isn't just an administrative task, it's a critical growth strategy to ensure you aren't handed a backseat to a competitor."

Early adoption among industry leaders has already demonstrated the massive competitive advantage of the new dashboard.

"Claiming our listing on VetSoftwareHub was a no-brainer," said Joe Chickerillo, VP of Sales at [Chckvet](#). "Practices shopping for client engagement software are already skeptical, they've been burned by bloated platforms that overpromise and underdeliver. VetSoftwareHub is where the serious buyers go because they know the rankings are earned, not purchased. For a product like Chckvet, where we're replacing four or five point solutions with one fully integrated platform at a transparent price, that kind of credibility matters. We'd rather let an honest comparison do the selling than any sponsored placement."

How It Works: Claim, Command, and Climb

- Claim: Vendor representatives submit a claim for their company's listing. Ownership is instantly verified through a secure identity confirmation process.
- Command: Once verified, vendors gain access to a powerful, centralized dashboard to update product descriptions, full feature sets, exact pricing, rich media screenshots, and white papers.
- Climb: The platform's search engine algorithm directly rewards data accuracy and profile completeness—not ad spend. Keeping a listing current guarantees stronger placement, higher visibility, and maximum exposure.

Available Now at AVMA 2026

Vendor Claims and Edits is officially live and free to use at VetSoftwareHub.com. Software providers not yet listed on the platform can also use the portal to submit a new listing. The launch coincides with the AVMA Annual Convention (July 10–14, 2026), where thousands of veterinary practice managers, clinic owners, and industry stakeholders are gathering to determine the future of veterinary medicine administration.

About VetSoftwareHub

VetSoftwareHub.com is the world's premier, largest independent directory of veterinary software and technology services, tracking over 260 listings across 27 specialized categories. Built by industry experts, the platform serves as the definitive global search engine for veterinary professionals to find, evaluate, and compare clinical and practice management software. Built upon a foundation of absolute neutrality, accepting zero advertising bias, commissions, or affiliate kickbacks, VetSoftwareHub is the trusted tech advisor for practices of all sizes, from solo mobile clinics to the world's largest corporate veterinary groups and emergency hospital

networks.

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