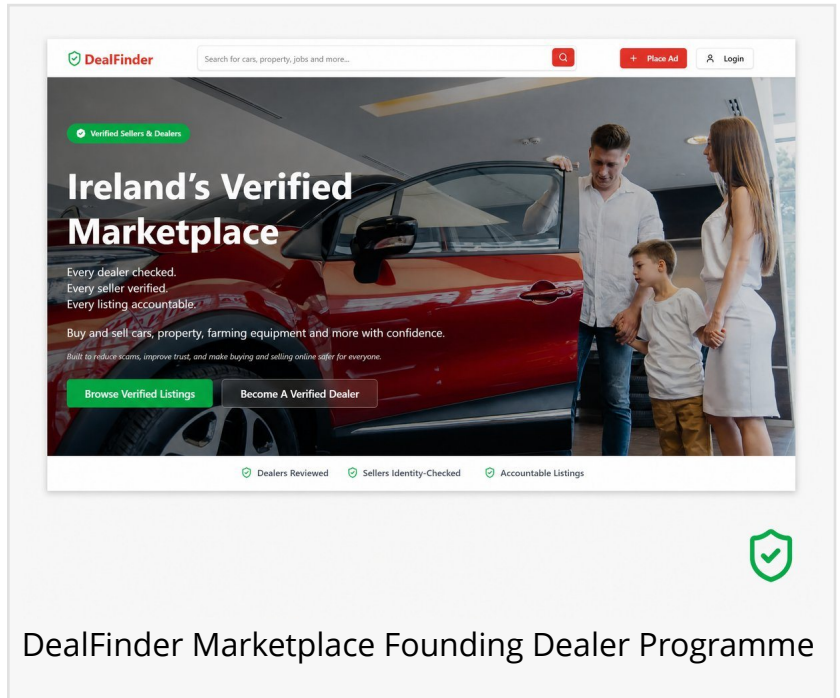


DealFinder Opens Founding Dealer Programme for Independent Irish Motor Dealers

DealFinder invites independent Irish motor dealers to join a verified marketplace with reviewed dealer profiles, seller verification and transparent pricing.

DUBLIN, IRELAND, August 21, 2026 /EINPresswire.com/ -- [DealFinder](#) is inviting independent motor dealers across Ireland to apply for its [Founding Dealer Programme](#). The programme is designed for dealers who want an alternative way to present their stock online while giving prospective buyers clearer information about the businesses and sellers they contact.



DealFinder reviews each dealer profile before it goes live on the platform. Private sellers are required to complete email and SMS verification before listing a vehicle. The company says these measures are intended to help buyers understand who they are dealing with and to support a more accountable marketplace for vehicle transactions.

Alongside the marketplace, DealFinder has developed dealer tools for monitoring enquiries, scheduling featured placement and reviewing usage reports. These features are intended to give participating dealers greater visibility into how their listings perform and how prospective buyers interact with their vehicles.

"We are not here to add another listing site to a crowded market," said Kevin Brown, founder of DealFinder. "We are here to address a trust problem that Irish dealers and buyers have experienced for years. Independent dealers deserve a genuine alternative to conventional listing platforms."

The Founding Dealer Programme is open to independent motor dealers in Ireland. Founding

Dealers receive permanent recognition on the DealFinder platform, direct founder access, early access to dealer features and the opportunity to provide feedback on future marketplace development.

Founding Dealer pricing is protected for life while the dealership remains active on the platform. Founding Dealers are not moved to a higher rate, reclassified or penalised for joining early under the programme's lifetime pricing protection.

Applications are available through the Founding Dealer Programme page on the DealFinder website. The programme is limited to the first 50 dealerships, with applications reviewed individually and accepted in stages.

DealFinder is headquartered in Dublin and is developing an online marketplace for vehicles, property, jobs, farming equipment, services and other categories. The platform is designed to connect buyers with dealers and private sellers while supporting reviewed business profiles, seller verification and more accountable listings.

About DealFinder

DealFinder is an Ireland-based online marketplace headquartered in Dublin. The platform connects buyers with dealers and private sellers across multiple categories, beginning with a focus on vehicles and expanding into property, jobs, farming equipment, services and other everyday items. DealFinder is designed to support transparent listings, seller verification and practical tools for participating businesses.

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