

# Dealer Car Search Adds OfferUp® as an Inventory Marketplace Option

## *OfferUp Allows for Easier Vehicle Postings to More Local Shoppers*



Louisville, KY – Non-Franchise Auto Dealers using Dealer Car Search now have a streamlined way to post used vehicle inventory to OfferUp, a leading local marketplace used by one in six U.S. adults each year. Dealer Car Search has partnered with OfferUp to make it easier for dealerships to automatically promote inventory to millions of potential customers as part of the OfferUp Verified Dealer Program.

Posting vehicles manually is not only time-consuming but also restricts your customer reach, reducing potential opportunities. The OfferUp partnership makes displaying vehicles easier and opens the door to a broader buyer market. Dealers using a supported DMS can seamlessly sync their inventory to OfferUp's Verified Dealer Program, helping them save time and consistently keep their listings in front of ready-to-buy shoppers.

Promoted Listings, a key feature of the OfferUp Verified Dealer Program, are designed to give dealerships maximum visibility on high-intent searches. These listings appear as sponsored results in the OfferUp feed, helping dealers showcase priority inventory and high-margin vehicles to the right local buyers. Listings remain prominently visible until the vehicle is sold, increasing the chances of faster, more efficient sales.

OfferUp is one of the nation's largest, most trusted mobile marketplaces for local buyers and sellers and a leading destination for used cars and trucks. More than 40 million U.S. adults use OfferUp each year, with 30 million monthly searches in the Cars & Trucks category alone. For dealers seeking a high-ROI, low-effort solution, the OfferUp Verified Dealer Program offers a powerful advantage: seamless inventory exposure to a massive audience of high-intent local buyers.

"Our partnership with OfferUp will enable Dealer Car Search to provide a valuable new sales channel to our non-franchised auto dealers, allowing them access to countless potential customers eager to buy," adds Zac Lancaster, Sales Manager, Dealer Car Search. "By integrating OfferUp's Verified Dealer Program, dealerships will seamlessly sync their inventory to the platform and target their local market. We see this as an extraordinary opportunity for dealers."

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### *Key Features & Benefits:*

- **Reach Local, High-Intent Buyers** – Instantly expand visibility to millions of OfferUp users actively searching for vehicles.
- **Automated Inventory Syndication** – Say goodbye to manual, repetitive postings. Automatically sync your Dealer Car Search exports to OfferUp, securely.
- **Verified Dealer Status** – Stand out and build buyer confidence with OfferUp's Verified Dealer badge.
- **Exclusive Promotions** – Control which listings are promoted to boost shopper engagement and capture more qualified leads.

OfferUp inventory integration will officially roll out to Dealer Car Search customers in June 2025.

## About Dealer Car Search



Founded in 2006, Dealer Car Search empowers nearly 7,000 independent auto dealerships with award-winning digital solutions designed to drive growth. Our platform integrates in real time with the Frazer DMS and offers integration with over 700 industry partners, making it easier for dealers to manage their business. DCS is at the forefront of AI-driven innovations with features like AI Vehicle Descriptions and the AI Product Expert. By combining real-world dealership experience with cutting-edge technology, Dealer Car Search helps dealers succeed in a competitive and fast-changing market. For more information, visit [DealerCarSearch.com](https://DealerCarSearch.com).

## About OfferUp



OfferUp is unleashing the power of local. From great deals on new and secondhand finds to jobs, pro services, home rentals, and more, our mobile marketplace helps people discover more of what they need, right where they are. The OfferUp app, available on iOS and Android, consistently ranks among the top shopping apps, and the OfferUp Motors program provides a trusted, streamlined way for dealerships to connect with millions of active buyers nationwide. Founded in 2011 and based in Bellevue, WA, OfferUp served more than 1 in 6 U.S. adults in 2024. The company is backed by leading investors including Andreessen Horowitz, Warburg Pincus, GGV Capital, T. Rowe Price, and Coatue Management. Learn more at [offerup.com](https://offerup.com).