

Is dealer.com legit? TrustSniffer's high-trust assessment: 100/100

dealer.com

Verdict

100

OUT OF 100

HIGH TRUST

dealer.com appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 55%.

What this site appears to be

Dealer.com presents Cox Automotive's established B2B digital-marketing and retail-technology services for vehicle dealerships, including websites, advertising, managed services, analytics, SEO, and online purchasing tools. The page includes product details, resources, support options, a conventional sales-contact form, corporate address information, legal links, and official social profiles.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	31 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Dealer.com is a corporate B2B platform offering automotive dealerships digital storefronts, advertising, managed marketing, analytics, SEO, reputation management, and online retailing technology, with sales demonstrations serving as its principal lead-generation mechanism and support resources available to existing customers.

Scam/Impersonation Risk

No identity contradictions, phishing indicators, impersonation, or deceptive behavior were observed. The homepage consistently presents Dealer.com as part of Cox Automotive, integrates it with the wider Cox Automotive service portfolio, and links to established brand profiles. The domain's long registration history, substantial global traffic footprint, clean external threat reputation, and conventional sales-contact workflow collectively support an established and legitimate corporate identity.

- The domain registration record shows Dealer.com was registered in 1995 and is approximately 31.04 years old; Network Solutions, LLC is the registrar.
- The homepage consistently uses Dealer.com and Cox Automotive branding and links to official Facebook, LinkedIn, YouTube, and Twitter profiles.
- The homepage contains one sales-contact or demonstration-request form, with no sensitive fields, hidden forms, external password submission, or untrusted form destination detected.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no search-browser security warning, no reported abuse, and a global traffic rank of 9,252.

Regulatory Verification Notes

The website presents a conventional automotive marketing and software business rather than a regulated financial, brokerage, or investment service. Its homepage provides corporate address information and legal and privacy links, but the supplied evidence does not establish the precise contracting entity or reproduce the contents of those legal notices. This is a limited procurement and contracting consideration, not a scam indicator or a material challenge to the site's legitimacy.

- The homepage identifies the service as part of Cox Automotive and provides corporate contact information, legal links, privacy links, customer support, and training resources.
- The homepage describes the site as an automotive digital-marketing and retail-software service; it makes no financial-license claim and presents no brokerage or investment activity.
- The site is served from AS2635 (AUTOMATTIC — Automattic, Inc., US).
- The site's transport encryption uses a DV TLS certificate issued by YE1, valid to 2026-09-23.

What to Verify Next

Enterprise onboarding should confirm the legal entity named in the applicable service agreement, reconcile payment instructions with independently sourced Cox Automotive contact details, and review the published privacy and data-processing terms against internal vendor-risk requirements. Prospective dealership customers should also confirm that requested integrations, data access, service levels, and support arrangements are documented in the executed contract.

- The homepage directs prospective customers to a sales demonstration and existing customers to support, knowledge articles, open-case access, and system-health resources.
- The homepage advertises integrations across the Cox Automotive service portfolio, making contractual confirmation of data flows and access permissions relevant to enterprise due diligence.
- The site publishes official contact, legal, privacy, and social channels that can be cross-referenced during supplier onboarding.

Summary Verdict

Dealer.com is a legitimate, established, and trustworthy corporate website. Its identity, operational presentation, technical controls, historical tenure, traffic footprint, and external reputation converge without contradictory fraud or impersonation signals. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site uses a CDN/WAF architecture with three observed edge addresses and four potential origin candidates across seven resolved addresses. This distribution provides useful protection against direct infrastructure exposure; the presence of potential origin candidates modestly limits that benefit but does not constitute evidence of malicious activity.

Closing Assessment

The site is suitable for normal business engagement, subject to standard enterprise contracting, payment-control, and supplier-onboarding procedures.

Written analysis generated 2026-08-03 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	80/100
Identity verification confidence	80%

- Trusted social count=4

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of dealer.com.

- The request stayed on dealer.com. It was not redirected to another domain. CLEAR
- Registration is published under Network Solutions, LLC. CLEAR
- DNS for this domain is served by dealer.com, across 2 name servers. NOTED
- The registration is paid up to 2027-07-26. NOTED
- It is hosted on AUTOMATTIC, from a server in US. NOTED

Domain intelligence

Registrar	Network Solutions, LLC
Hosting	AUTOMATTIC - Automattic, Inc, US
Country	US
Server IP	2a04:fa87:fffd::c000:4294
Name servers	NS1.DEALER.COM, NS2.DEALER.COM
SSL issuer	YE1
SSL expiry	2026-09-23
Domain age	31.0 years
Domain expiry	2027-07-26
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about dealer.com at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.