

Is theproshop.co.za legit? TrustSniffer's high-trust assessment: 97/100

theproshop.co.za

Verdict

97

OUT OF 100

HIGH TRUST

theproshop.co.za appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 75%.

What this site appears to be

South African online and physical golf retailer offering equipment, clothing, shoes, accessories, technology, travel services, gift cards, order tracking, and customer-support policies. The page presents priced products, store locations, returns and delivery information, social channels, and standard ecommerce forms.

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<br>VirusTotal                              | CLEAR |
| Google Safe Browsing      | Not listed<br>Google                                       | CLEAR |
| Abuse reports on the host | 0 reports<br>AbuseIPDB; shared hosting inflates this count | NOTED |
| Domain age                | 29 years old<br>Registered history                         | CLEAR |
| Web archive               | Archived since 1998<br>698 snapshots                       | CLEAR |
| Certificate               | Encrypted connection<br>Issued by YR2                      | 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).
- Public web-archive history exists since 1998.
- No flags from the reputation services TrustSniffer consulted at assessment time.

## Full analysis

---

### Overview

The website is an established South African golf retailer operating an ecommerce storefront alongside physical stores, with priced golf equipment, apparel, footwear, accessories, technology, travel services, gift cards, order tracking, delivery and returns information, and routine customer-account functions.

### Scam/Impersonation Risk

No phishing, impersonation, conflicting legal identity, or other contradictory signal was observed. The long-established domain and extensive historical record converge with a conventional retail catalogue, physical-store presence, ordinary purchase mechanics, and established social channels. Account login, order tracking, price-match requests, and the identity-number field used for DStv subscription validation are consistent with the services presented; the forms had no untrusted destination or hidden implementation.

- Domain-registration records identify DIAMATRIX C.C. as registrar and MoreCorp as the registrant organization; registered 10 November 1997 (~28.75 years old), with expiry on 10 November 2026.
- The web archive contains 698 snapshots spanning 6 December 1998 to 6 June 2026 (29 years tracked), with no confirmed suspicious repurposing or semantic drift.
- The homepage presents a detailed, priced golf-retail catalogue and identifies physical South African store locations, delivery and returns information, and links to Facebook, Instagram, and YouTube.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no search-browsing safety alert, no external threat-list hit, no matched malicious signature, and no abuse reports for the observed hosting address.

### Regulatory Verification Notes

The site presents an ordinary goods-and-services retail model rather than brokerage, investment, cryptocurrency, or other regulated-financial activity. No financial licence is claimed, and the available content provides no basis for treating such a licence as necessary to the stated business model. The registration record supplies an organizational identity, while the storefront consistently uses The Pro Shop trading brand; these elements do not constitute conflicting legal identities. No broker profile was matched in the supplied third-party broker dataset, although that result is contextual rather than a legal determination.

- The homepage describes sales of golf clubs, clothing, shoes, accessories, training aids, launch monitors, travel offerings, and gift cards through online and physical channels.
- Page analysis found no cryptocurrency products, tokens, investment returns, financial promotions, or deceptive earnings claims.

- The site's transport encryption uses a YR2-issued domain-validated TLS certificate, valid until 15 October 2026.
- The registration record publicly identifies MoreCorp as the registrant organization rather than using an ownership-privacy service.

### **What to Verify Next**

For enhanced procurement or payment-provider due diligence, the contracting entity and its authority to trade under The Pro Shop brand should be reconciled against invoices, merchant-acquiring records, and applicable South African corporate records. Physical store details and official service channels may be confirmed independently before establishing a material commercial relationship. Standard payment controls—including transaction monitoring, chargeback procedures, and validation of checkout beneficiary details—remain appropriate.

- The storefront advertises physical locations and conventional customer policies that provide independent points for corporate and operational verification.
- The site exposes five service-related forms: account login, order tracking, DSTv subscription validation, price-match requests, and testimonial submission.
- The observed forms had no hidden fields indicative of phishing, no externally hosted password submission, and no untrusted form destination.
- The homepage provides product pricing and ordinary fulfilment information suitable for comparison with invoices and payment instructions.

### **Summary Verdict**

The website is legitimate, established, and trustworthy, with strong convergence across domain provenance, historical continuity, substantive retail content, identity records, and clean external reputation. No contradictory risk signal undermines normal interaction; account login, routine account activity, and standard retail transactions are appropriate.

### **Infrastructure Integrity**

The site is served from Microsoft Corporation infrastructure in the United States and protected through an edge-based CDN/WAF configuration. Only the protective edge address was observed; this reduces direct exposure of the origin server but is a security mitigation, not independent proof of legitimacy.

- Hosting resolves to 20.87.29.118 on AS8075 (Microsoft Corporation), registered through ARIN in the United States.
- The observed address was classified as a CDN/WAF edge endpoint, with one edge IP and no exposed origin candidate.

### **Closing Assessment**

Prospective customers may use the site normally, including signing in and completing standard purchases, subject to ordinary ecommerce and payment-control practices.

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                   | 79/100 |
| Identity verification confidence | 78%    |

- Trusted social count=3

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 theproshop.co.za.

- The request stayed on theproshop.co.za. It was not redirected to another domain. CLEAR
- Registration is published under DIAMATRIX C.C.. CLEAR
- DNS for this domain is served by co.za, across 2 name servers. NOTED
- The registration is paid up to 2026-11-10. NOTED
- The earliest public archive of this site is from 1998-12-06. CLEAR
- It is hosted on MICROSOFT-CORP-MSN-AS-BLOCK, from a server in US. NOTED

## Domain intelligence

|                    |                                                                                |
|--------------------|--------------------------------------------------------------------------------|
| Registrar          | DIAMATRIX C.C.                                                                 |
| Hosting            | MICROSOFT-CORP-MSN-AS-BLOCK - Microsoft Corporation, US                        |
| Country            | US                                                                             |
| Server IP          | 20.87.29.118                                                                   |
| Name servers       | ns1.vodacombusiness.co.za, ns2.vodacombusiness.co.za                           |
| SSL issuer         | YR2                                                                            |
| SSL expiry         | 2026-10-15                                                                     |
| Domain age         | 28.8 years                                                                     |
| Domain expiry      | 2026-11-10                                                                     |
| Archive first seen | 1998-12-06                                                                     |
| Archive snapshots  | 698                                                                            |
| 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 theproshop.co.za 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.

---

**This report online:** <https://trustsniffer.com/report/theproshop.co.za> · assessed 2026-08-03