



Refocus Marketplace Press Release

Title: Refocus Marketplace Acquires GearFocus, Creating the Camera Industry's Most Trusted Gear Platform

Subtitle: Strategic Acquisition Powered by 2024 Funding Round Establishes Market Leadership

[Austin, TX, June 9, 2025] – Refocus Marketplace has acquired GearFocus, the leading camera-specific marketplace, establishing GearFocus.com as the camera industry's most trusted marketplace for buying and selling pre-owned gear. The acquisition, supported by a strategic funding round in late 2024, positions [GearFocus.com](https://www.gearfocus.com) as the definitive destination for photographers and filmmakers.

"This acquisition transforms how creators buy and sell gear," said Bill Pryor, CEO of Refocus Marketplace. **"Since the acquisition, GearFocus inventory has grown over 300%, proving the market was ready for a trusted, creator-focused platform."**

GearFocus differentiates itself from general marketplaces like eBay and Facebook by offering camera-specific expertise, verified sellers, secure transactions, and dedicated customer support. The platform serves individual creators alongside established retailers, creating a comprehensive ecosystem for the photography industry.

"Partnering with Refocus is the next big step in supporting creators," said Matt Baron, founder of GearFocus and now a strategic advisor to Refocus. **"The camera industry needs a stronger backbone for buyers and sellers alike. With Refocus, we're continuing to build the foundation that I have always envisioned."**

Unlike eBay, Facebook Marketplace, or Craigslist, GearFocus provides all of the following:

- **Verified Sellers:** Every seller undergoes authentication
- **Secure Transactions:** Protected payments and dispute resolution
- **Low Fees:** More value retained by buyers and sellers
- **Expert Support:** Camera-focused guidance and high-touch customer service
- **Community Focus:** Built for creators, by creators

What's Next: Refocus plans to introduce gear inventory tools and expanded creator offerings, further cementing Refocus as the industry standard.



The combined platform now hosts thousands of active listings from individual photographers, filmmakers, and camera retailers. Visit [GearFocus.com](https://www.gearfocus.com) to explore thousands of listings or list your gear today.

About Refocus Marketplace

Refocus Marketplace is building the creator economy's infrastructure, starting with GearFocus, the camera industry's most trusted gear marketplace.

Media Resources: [[Refocus Media Kit](#)]

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