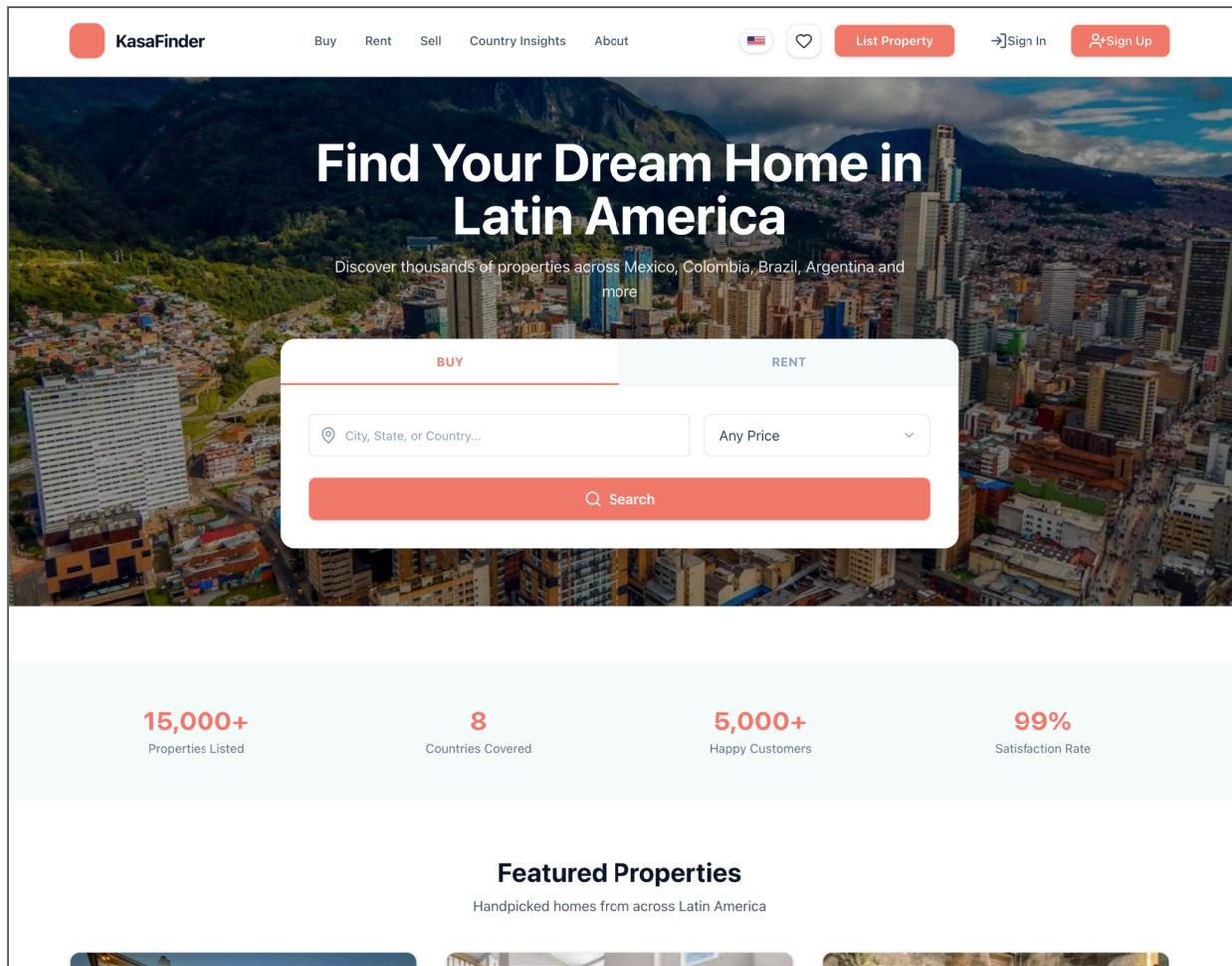


Kasa Finder — Seller Guide

How to list and manage your property on Kasa Finder

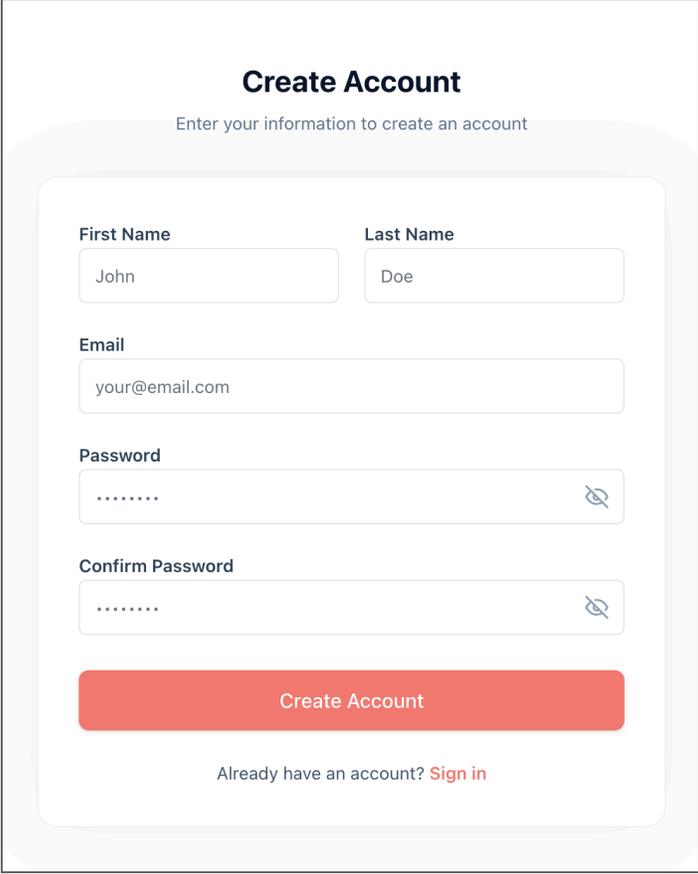


Overview

Kasa Finder is a marketplace that connects property sellers and landlords with buyers and renters across Latin America — Argentina, Belize, Brazil, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Uruguay, and more. As a seller, you pay a one-time \$100 USD listing fee per property. Kasa Finder facilitates the connection — all negotiations and transactions happen directly between you and the buyer or renter.

1. Account Creation & Registration

Sign Up



The image shows a 'Create Account' registration form. At the top, it says 'Create Account' in bold, followed by the instruction 'Enter your information to create an account'. The form contains several input fields: 'First Name' (with 'John' entered), 'Last Name' (with 'Doe' entered), 'Email' (with 'your@email.com' entered), 'Password' (with six dots and a toggle icon), and 'Confirm Password' (with six dots and a toggle icon). Below these fields is a prominent red button labeled 'Create Account'. At the bottom of the form, there is a link that says 'Already have an account? Sign in'.

- Navigate to kasafinder.io and click **Sign Up** in the top navigation
- Fill in your **First Name**, **Last Name**, **Email**, **Password** (minimum 6 characters), and **Confirm Password**
- Click **Create Account**
- **You will receive a verification email immediately** — click the link inside to verify your address before you can log in
- Once verified, sign in with your email and password
- Already have an account? Click **Sign In** instead

Authentication is managed securely via **Supabase**.

2. Account Menu

Click your **account avatar** (initials) in the top-right corner to access:

Menu Item	Purpose
My Profile	View and edit your personal information
Seller Dashboard	View all your property listings as a seller
Favorites	Your saved Watchlist properties
Payments	View your listing payment history
Sign Out	Log out of your account

3. Creating a Property Listing

From the top navigation, click **List Property** or **Sell**. This launches a **7-step listing wizard**. You can navigate back and forth between steps at any time.

Step 1 of 7 — Basic Info

Create Property

Create a comprehensive listing to attract potential buyers or renters

Step 1 of 7 Basic Info


Basic Info


Location


Details


Pricing


Features


Images


Review

Basic Info

English Spanish

Tell us about your property basics.

Property Title * (English)

Description (English)

Describe your property in detail...

Property Type *

Select Property Type

Listing Type *

For Sale

Next →

The core identity of your listing. The form has an **English / Spanish toggle** at the top — enter both languages where possible for maximum reach across Kasa Finder's markets.

Field	Required	Notes
Property Title	✓	e.g., "Beautiful 3BR Apartment in Downtown Medellín"
Description	Optional	Detailed descriptions increase buyer inquiries by up to 60%
Property Type	✓	House, Apartment, Condo, Land, Commercial, etc.
Listing Type	✓	For Sale or For Rent

Tip: Toggle between **English** and **Spanish** tabs to enter the title and description in both languages.

Step 2 of 7 — Location

Create Property

Create a comprehensive listing to attract potential buyers or renters

Step 2 of 7 Location

Basic Info **Location** Details Pricing Features Images Review

Location

Where is your property located?

Street Address *

- 24 Plaza Lane, Dover, Delaware 19901, United States
- 20 De Septiembre 24, Mar del Plata, Buenos Aires Province, B7600, Argentina
- 24 De Septiembre, Mercedes, Corrientes, W3470, Argentina
- 24 De Septiembre, Santa Rosa, Buenos Aires Province, B1816, Argentina
- 24 De Septiembre, Cañuelas, Buenos Aires Province, B1814, Argentina

← Previous Next →

Pinpoint your property so buyers can find it on the map.

- Type your **Street Address** in the search field

- An autocomplete dropdown will suggest matching addresses — **select the correct one from the list**
- The map pin is placed automatically based on your selection
- Verify the pin is accurate before proceeding; this is how your property appears in search results

Step 3 of 7 — Details

 **Details**
Property specifications and details

Bedrooms * Bathrooms *

Living Area (m²) * m² sq ft
21,528 sq ft

Year Built

Physical specifications of the property. All fields marked with * are required.

Field	Required	Notes
Bedrooms	✓	Enter a whole number
Bathrooms	✓	Enter a whole number
Living Area (m ²)	✓	Total living area in square meters
Year Built	Optional	Enter the 4-digit year

Step 4 of 7 — Pricing

\$ Pricing

Set your asking price

Price *

Currency *

Sale Price:
R\$ 1,200,000

Set your asking price. The platform supports multiple currencies — sellers choose their preferred currency.

Field	Required	Notes
Price	✓	Enter your asking price as a number
Currency	✓	Select from the currency dropdown

A **Sale Price preview** updates in real time as you type. The price displayed on your listing will be shown in the currency you select.

Step 5 of 7 — Features

✓ Features

What makes your property special?

Property Features

Select all features that apply to your property

<input checked="" type="checkbox"/> Open floor plan	<input type="checkbox"/> En suite bathroom	<input type="checkbox"/> Central air conditioning
<input type="checkbox"/> Walkable neighborhood	<input type="checkbox"/> Fitness center or gym	<input type="checkbox"/> Driveway parking
<input type="checkbox"/> Modern kitchen	<input checked="" type="checkbox"/> Private yard	<input checked="" type="checkbox"/> Swimming pool
<input type="checkbox"/> Double vanity	<input type="checkbox"/> Patio, deck, or balcony	<input checked="" type="checkbox"/> Hardwood floors
<input type="checkbox"/> Attached garage	<input checked="" type="checkbox"/> Central heating	<input type="checkbox"/> Granite or quartz countertops
<input type="checkbox"/> Near public transit	<input type="checkbox"/> Near shopping or restaurants	<input type="checkbox"/> Spa or sauna
<input checked="" type="checkbox"/> Kitchen island	<input type="checkbox"/> Detached garage	<input type="checkbox"/> High ceilings
<input type="checkbox"/> Fenced yard	<input type="checkbox"/> Zoned HVAC	<input type="checkbox"/> Soaking tub or jacuzzi
<input type="checkbox"/> Separate shower	<input type="checkbox"/> Fireplace (gas / wood / electric)	<input type="checkbox"/> Breakfast nook or bar
<input type="checkbox"/> Swimming pool	<input type="checkbox"/> Covered carport	<input type="checkbox"/> Clubhouse
<input type="checkbox"/> Near schools or parks	<input type="checkbox"/> Tankless water heater	<input type="checkbox"/> Hot tub or spa
<input type="checkbox"/> Heated floors	<input type="checkbox"/> Security system	<input type="checkbox"/> Skylights

Select all features and amenities that apply to your property. The more accurately you complete this step, the more likely your listing is to appear in filtered searches.

The full list of available features includes:

Open floor plan, Walkable neighborhood, Modern kitchen, Double vanity, Attached garage, Near public transit, Kitchen island, Fenced yard, Swimming pool, Near schools or parks, Heated floors, Stainless steel appliances, Electric vehicle charging, Outdoor kitchen or grill, Media or game room, Cable or satellite ready, Fire pit, Finished basement, Smart thermostat, Half bath or powder room, Sprinkler system, Shed or workshop, Waterfront or lake access, Mountain/city/or ocean view, Elevator, Guest parking, Newly renovated or updated, En suite bathroom, Fitness center or gym, Private yard, Patio/deck/or balcony, Central heating, Near shopping or restaurants, Detached garage, Zoned HVAC, Fireplace (gas/wood/electric), Covered carport, Tankless water heater, Security system, Golf course community, Gas range, RV or boat parking, Beach access, Double oven, Playground, Tennis or basketball courts, Attic, In-unit laundry, Dog park, Mudroom, Gated community, Built-in storage or shelving, Smart home system, Solar panels, Accessible / ADA compliant, Central air conditioning, Driveway parking, Swimming pool, Hardwood floors, Granite or quartz countertops, Spa or sauna, High ceilings, Soaking tub or jacuzzi, Breakfast nook or bar, Clubhouse, Hot tub or spa, Skylights, Business center, Walk-in closet, High-speed internet ready, Mountain access, Guest suite, Garden or landscaping, Pantry, Wine fridge, Rooftop deck, Dishwasher, Home office or study, 24-hour security or concierge, Energy-efficient windows, New roof

Tip: Check every feature that genuinely applies. Buyers use these to filter search results.

Step 6 of 7 — Images

 **Images (0/25)**

Add high-quality images to showcase your property. Drag & drop or click to upload.



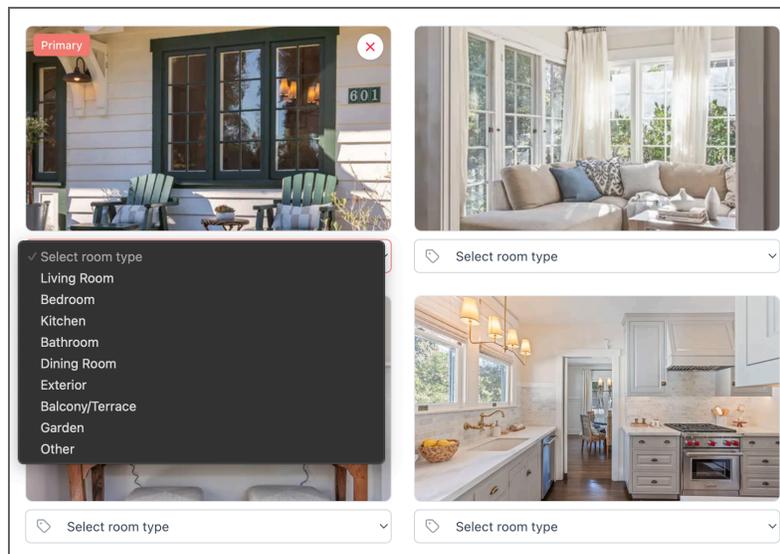
Drag and drop images here, or click to browse

JPG, PNG, HEIC up to 15MB each
Clear, well-lit photos recommended (1024x768 or higher)

Please avoid uploading photos with people, children, ads, or sensitive content.

Add YouTube Video

Add a YouTube video URL to showcase your property in video format



Upload photos and optionally add a video tour.

Photo Upload

- **Maximum:** 25 photos
- **Accepted formats:** JPG, PNG, HEIC
- **Maximum file size:** 15MB per photo
- **Recommended resolution:** 1024x768 or higher
- Drag and drop files into the upload area, or click **Add Images** to browse
- The **first image becomes your Primary (cover) photo** — it appears as the main image in search results
- Each photo has a **"Select room type"** tag you can set (e.g., living room, kitchen, exterior)

- You can remove individual photos using the X button on each image

Photo content guidelines:

- Please avoid uploading photos with people, children, ads, or sensitive content
- Use clear, well-lit images
- Include both exterior and interior shots
- Avoid blurry or low-resolution photos
- HEIC photos (from iPhones) are supported and automatically converted

YouTube Video (Optional)

- Paste a YouTube video URL to add a video tour to your listing
 - Click **Add Video** to attach it
 - This is a great way to stand out, especially for higher-value properties
-

Step 7 of 7 — Review

Review

Review all details before publishing

Listing Quality Assessment

85%

85% Completeness 70% Content Quality 80% Photos

Excellent Est. 9 minutes to complete

Recommendations (2)

Enhance Property Description

High Risk High Impact

Description is too short. Include details about rooms, features, and neighborhood.

Detailed descriptions increase inquiries by 60%

Review Pricing Strategy

Medium Risk Medium Impact

Price seems unusually high for the market. Consider round number pricing for better market appeal.

Competitive pricing reduces time on market by 25%

Strengths

- ✓ Detailed title
- ✓ Year built provided
- ✓ Good feature list (6 features)
- ✓ Comprehensive photo gallery

Review Your Property Listing

Beautiful 3BR Apartment in Downtown Medellin

House - For Sale
24 De Septiembre, Cañuelas, Buenos Aires Province, B1814, Argentina, Cañuelas

3 Bedrooms 2 Bathrooms 2000 m² (21,528 sq ft)

RS\$1,200,000

Features: Open floor plan, Kitchen island, Central heating, Private yard, Swimming pool, +1 more

← Previous Save as Draft Save & Pay to Publish

Before publishing, the platform gives you a full listing review including an AI-powered quality assessment.

Listing Quality Assessment

Your listing is scored across three dimensions:

Dimension	What It Measures
Completeness	How many fields and sections are filled out
Content Quality	Strength of your title and description
Photos	Number and quality of images uploaded

An overall score (e.g., 67%) and a label (Good, Fair, Excellent) is shown. Estimated time to improve is also displayed.

Recommendations

The platform identifies specific improvements with risk and impact labels:

- **High risk / High impact** — strongly recommended before publishing (e.g., description too short)
- **Medium risk / High impact** — worth addressing to maximize views
- **Medium risk / Medium impact** — optional improvements

Examples of common recommendations:

- Enhance property description (detailed descriptions increase inquiries by 60%)
- Add more photos (listings with 8+ photos get 40% more views)
- Review pricing strategy (competitive pricing reduces time on market by 25%)

Strengths

The platform also calls out what you've done well (e.g., year built provided, good feature list).

Full Listing Preview

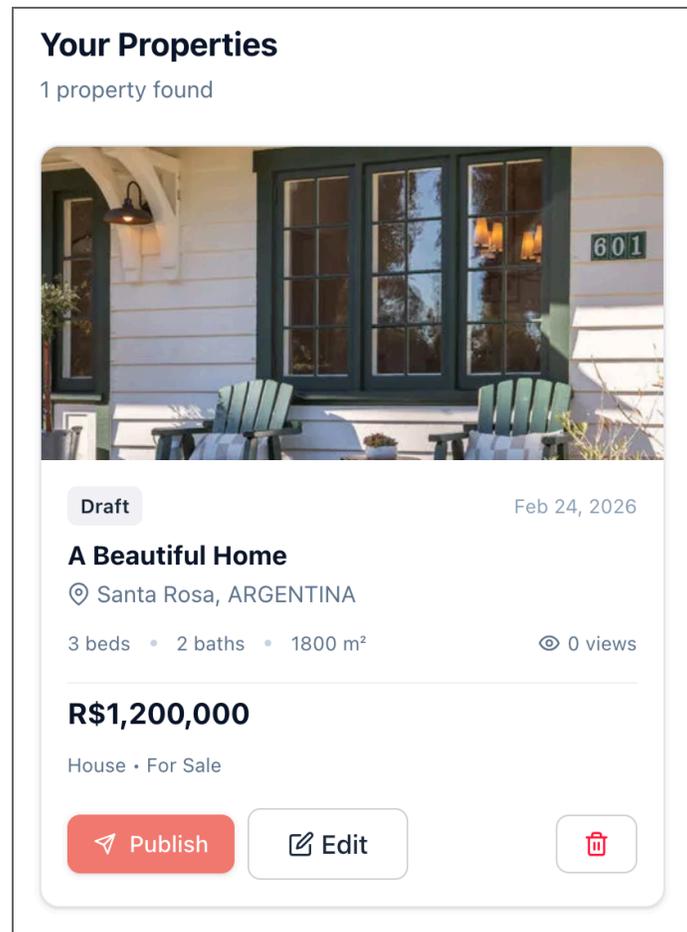
Review a complete preview of how your listing will appear publicly, including title, type, address, bedrooms, bathrooms, area, price, and selected features.

Publishing Options

At the bottom of the Review step, you have two choices:

Button	Action
Save as Draft	Saves your listing without publishing; no payment required
Save & Pay to Publish	Proceeds to Stripe payment and publishes upon success

4. Payment & Publishing



Listing Fee

- A **non-refundable fee of \$100 USD is charged per listing**
- Each property you list requires its own separate \$100 payment
- Payment is processed securely via **Stripe**
- Accepted cards: Visa, Mastercard, Amex, JCB

Checkout Flow

1. From the **Review** step, click **Save & Pay to Publish** — or from your **Seller Dashboard**, click the **Publish** button on a Draft listing
2. A payment screen appears showing your listing preview (cover photo, address, price) and the \$100 listing fee
3. The fee is **\$100 per listing** — each property you list requires its own \$100 payment
4. Complete payment using one of two methods:
 - **Pay with Link** — fast checkout using your saved Stripe Link account (if you have one)
 - **Card** — enter your email, card number, expiry, CVC, cardholder name, country/region, and ZIP.
Accepted cards: Visa, Mastercard, Amex, JCB
5. Optionally check **"Save my information for faster checkout"** to save your details via Stripe Link for future payments

6. Click **Pay** to submit
7. Upon successful payment, your listing moves to **Pending** status
8. **A Kasa Finder admin will review and approve your listing** before it goes live
9. Once approved, your listing becomes **Active** and visible to buyers and renters
10. You will receive a confirmation email when your listing is approved and published

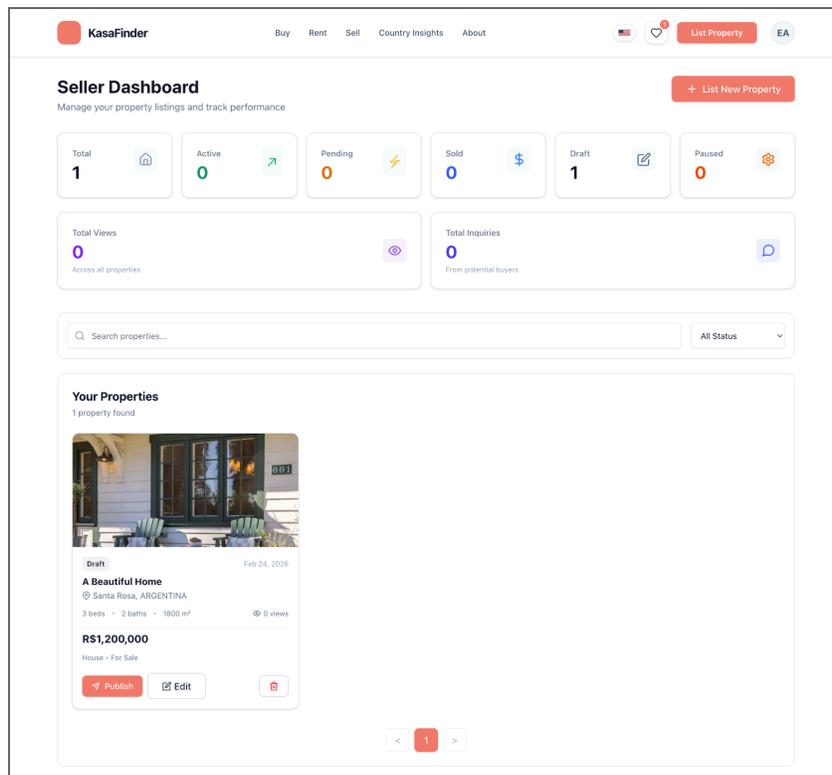
If Payment Fails

- Your listing remains in **Draft** status — no charge is applied
- Return to your dashboard and retry at any time

How Long Does Approval Take?

- Approval is typically completed within 24–48 hours
- You will be notified by email once approved or if any issues require your attention

5. Seller Dashboard



The **Seller Dashboard** is your central hub for managing all listings and tracking performance. Access it from your account avatar or after logging in.

Performance Summary

At the top of the dashboard, six status counters give you a real-time snapshot:

Counter	What It Shows
Total	All listings across every status
Active	Listings currently live and visible to buyers
Pending	Listings paid for and awaiting admin approval
Sold	Listings you've marked as sold
Draft	Saved but unpublished listings
Paused	Listings temporarily hidden from search

Below these, two additional metrics track overall performance:

- **Total Views** — cumulative views across all your properties
- **Total Inquiries** — total messages received from potential buyers or renters

Your Properties

Each listing card shows:

- Cover photo, status badge, and date created
- Property name, location, bedroom/bathroom/area details, view count, price, and listing type

Actions available per listing card:

Button	Action
Publish	Pay \$100 via Stripe to submit for admin approval (Draft listings only)
Edit	Return to the 7-step wizard to modify any listing detail
 (Trash)	Permanently delete the listing (Draft listings only)

Click **+ List New Property** (top right) or **Manage All** to manage your full listing portfolio.

Listing Status Labels

Status	Meaning
Draft	Unpublished; payment not yet completed. You can Edit, Publish, or Delete.
Pending	Payment received; awaiting admin review and approval before going live.

Status	Meaning
Active	Approved and live — visible to all buyers and renters.
Paused	Temporarily hidden from search by you or admin; not deleted.
Sold / Rented	Marked as sold or rented; removed from active search.

Editing or Deleting a Listing

- Click **Edit** on any listing to update any field across the 7-step wizard
- Click the **trash icon** to permanently delete a Draft listing
- Edits to Active or Pending listings may require re-approval — contact support@kasafinder.io if unsure
- Edits do **not** require an additional payment

Deactivating or Marking as Sold

- Mark a listing as **Sold**, **Rented**, or **Inactive** from your dashboard
 - Deactivated listings are hidden from public search but preserved in your account history
 - To permanently delete a listing, contact support@kasafinder.io
-

6. Connecting with Buyers & Renters

- When a buyer or renter expresses interest, you receive a **notification via email**
 - All negotiations, viewings, and transaction details are handled **directly between you and the interested party**
 - Kasa Finder does not participate in offers, contracts, negotiations, or fund transfers
-

7. Support

- **Email:** support@kasafinder.io
- **Contact Us:** Available in the site footer
- **Site:** kasafinder.io
- For payment issues, have your Stripe confirmation email ready