

ABOUT CASAMAX

Platform-Only Home Furnishing Marketplace

Our Mission

CASAMAX operates as a comprehensive technology platform that facilitates connections between customers and prestigious manufacturers and trusted distribution channels. We serve Airbnb operators, new homeowners, home development projects, and current homeowners seeking complete home solutions.

We believe quality home furnishing should be accessible and efficiently coordinated through a single unified ecosystem that eliminates the complexity of managing multiple vendors, suppliers, and logistics.

Our Story

Founded on Real Experience

CASAMAX was founded by Ismail USLU, who brings over 25 years of travel industry experience and deep expertise in hospitality, logistics, and customer experience. Through hundreds of Airbnb stays across different cities and countries during his business travels, Ismail consistently encountered properties that fell short of providing truly comfortable, well-equipped living experiences.

This firsthand experience revealed a massive market gap affecting short-term rental owners, property investors, new homeowners, and hospitality properties—all struggling to efficiently source and coordinate quality furnishing solutions.

How CASAMAX Works

Platform-Only Business Model

IMPORTANT: CASAMAX operates exclusively as a technology platform. We connect customers with third-party suppliers (Partners) who handle all fulfillment, delivery, and service provision.

We do NOT:

- Manufacture, sell, or distribute products
- Operate warehouses or fulfillment centers
- Handle shipping or delivery
- Provide installation or contractor services
- Control product quality, pricing, or availability
- Warranty or guarantee products or services

Our Role

CASAMAX provides technology infrastructure that:

- Facilitates connections between customers and Partners
- Provides project coordination and communication tools
- Offers AI-powered design tools and recommendations
- Assists with customer support and issue resolution

Our Values

Quality Through Partnership

We carefully curate our Partner network to connect customers with reputable manufacturers and distributors. However, CASAMAX does not inspect, test, certify, or warranty any products or services provided by Partners.

Customer-Centric Platform

We focus on creating the best possible platform experience for connecting customers with quality suppliers. All product and service quality matters are handled directly between customers and Partners.

Innovation and Technology

We continuously invest in platform technology, AI tools, and user experience improvements to facilitate better connections and more efficient project coordination.

Who We Serve

Primary Customer Segments:

Airbnb Operators: Short-term rental hosts seeking guest satisfaction optimization

New Homeowners: Complete home furnishing solutions for move-in ready spaces

Builder Projects: Large-scale development and multi-unit furnishing

Additional Services:

- Hotels, motels, and resort properties
- Current homeowners seeking upgrades or improvements

IMPORTANT DISCLAIMER

The information on this page describes CASAMAX's platform model and business focus. It does not constitute a warranty, guarantee, or legally binding commitment regarding service availability, Partner performance, product quality, or outcomes. All services are subject to Partner acceptance and availability. CASAMAX's role is limited to platform facilitation as described in our Terms and Conditions.

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