

Maestro Compass — What It Is and How to Use It

About the Platform

Maestro Compass (maestro-compass.com) is a classifieds and services board for Russian-speaking people living in Korea, together with a directory of vetted businesses (the “Directory”). The platform currently operates in three cities: Seoul, Busan, and Incheon.

Listings on the site are organized into 11 categories — from jobs and real estate to vehicles and services — while the Directory is a separate section where businesses (cafes, shops, service providers, movers, and others) create profile cards with their information.

The platform exists to solve one simple problem: Russian-speaking people in Korea today have nowhere convenient to search for jobs, housing, services, or vetted businesses — this information is scattered across dozens of disconnected chats and groups on Telegram, Facebook, and KakaoTalk, with no search, no filters, and no history. Maestro Compass gives them one structured place for all of it.

Section 1. For Individual Users — Searching and Posting

What You Can Do for Free

- Browse and search listings by category, city, and keyword.
- Post your own listings (jobs, real estate, vehicles, services, and other categories).
- Open business cards in the Directory and read reviews about them.
- Leave reviews for businesses you’ve used.
- Contact the poster or business owner directly through the details they’ve provided.

Everything above is free for regular users. Only the enhanced Directory features for businesses are paid (see Section 2).

How This Is Different From Chats and Groups on Messaging Apps

In a typical chat or group — on Telegram, Facebook, or KakaoTalk — a listing quickly disappears under hundreds of messages, becomes impossible to find a day later, and there’s no track record of who actually delivered on what they promised. On Maestro Compass:

- listings can be found through search and filters by category and city at any time, not just “in the moment”;
- businesses build a visible review history — you can gauge whether to deal with them before you do;
- a “Verified” badge on a business means the platform administration has confirmed it exists and its contact details are valid.

Registration and Age

You can create an account and use the core features starting at age 14. If you’re under 19 and want to complete a paid transaction through the platform (for example, paying a business for a service), you may need a parent’s or legal representative’s consent, in line with Korean law.

Section 2. For Businesses — How the Paid Directory Works

Why List Your Business in the Directory

The Directory is where people specifically come to find cafes, shops, services, and specialists for Korea’s Russian-speaking community. Listing your business here puts you in front of an audience already searching for exactly what you offer — not a banner shown to random passersby.

Plans: Free, Pro, and Top

The Directory offers three plans with different feature sets. All plans are set up through simple self-service checkout on the site — no applications or negotiations required.

Feature	Free	Pro	Top
Business card in the Directory	Yes	Yes	Yes
Photos per card	up to 3	up to 10	up to 50
Description length	up to 250 characters	up to 700 characters	up to 2000 characters
Customer reviews visible to everyone	Yes	Yes	Yes
Owner can respond to reviews and report inaccurate ones	No	Yes	Yes
“Verified” badge (after admin review)	No	Yes	Yes
Social media links on the card	No	No	Yes
Boost purchase (card promotion)	Yes	Yes, at a discount	Yes, at a discount
Boost included monthly	None	1 × 1-day boost	1 × 1-day boost + 1 × 2-day boost

Pricing for the Pro and Top plans is being finalized separately — please check with us directly for current rates.

What Boost and the “Recommended” Block Are

A boost temporarily raises a business card higher in search and feed results. While a boost is active, the card also automatically appears in a dedicated “Recommended” block on the relevant city/category page.

Placement in the “Recommended” block isn’t a strict queue where “whoever bought first stays on top forever.” Instead, the system shows a weighted random selection from all currently active boosts, giving longer boosts a higher chance of appearing. That means even with strong competition for attention, everyone who buys a boost gets a real chance to be seen, rather than being buried under earlier purchases.

The “Verified” Badge

The “Verified” badge is available on the Pro and Top plans. Platform administrators manually confirm that the business exists and its listed contact details are valid before granting the badge. It’s a simple way to stand out from other listings and build more trust with potential customers — Russian-speaking users in Korea often gravitate toward verified options when they can’t evaluate a business in person beforehand.

Upgrading and Downgrading

If a business moves to a plan with lower limits, excess content (for example, photos beyond the new limit) isn’t deleted — it’s temporarily hidden, and the owner chooses which items stay visible. Moving back to a plan with higher limits makes the hidden content available again without re-uploading.

Getting Started

1. Register a business account on the site.
2. Fill out your card: business name, category, city, description, photos, contact details.
3. Choose a plan — Free to try it out, or Pro/Top for expanded features.
4. Optionally, request verification for the “Verified” badge and/or purchase a boost for extra visibility.

Frequently Asked Questions

Is it free for regular users? Yes — posting listings, searching, browsing the Directory, and reading reviews are all free. Only the enhanced Directory plans for businesses are paid.

Do you verify user identity through government systems (like PASS)? No. Registration relies on the information you provide yourself, without cross-checking against government databases. See the Privacy Policy for details.

What does a business’s “Verified” badge mean? It confirms that the platform administration has verified the business exists and its contact details are valid — it’s not a guarantee of service quality in any specific transaction.

How many cities is the platform available in? Currently three: Seoul, Busan, and Incheon.

What should I do if there’s a problem with a listing or a transaction? Use the report feature on the site — the administration reviews reports within a reasonable time. See the Terms of Use for details.