

# Numan Real Estate – Design Task Content

## Static Social Media Post (Instagram)

**Theme:** Property Management for Landlords

**Audience:** UK landlords (professional, premium, understated taste)

**Tone:** Simple, elegant, confident

### **Approved Headline (choose ONE):**

- Professional Property Management for London Landlords
- Reliable Property Management, Done Properly
- Hands-Off Property Management for Landlords

### **Optional Supporting Line (keep minimal):**

- We manage your property so you don't have to.
- Letting, compliance, and day-to-day management handled professionally.

## Instagram Reel – Services for Landlords (Max 20s)

**Creative Freedom:** High (must follow Numan UI / brand guidelines)

**Expectation:** Elegant, direct, suitable for a UK audience

### **Services to Communicate:**

- Property Management
- Lettings & Tenant Find
- HMO Management
- Rent Collection
- Property Compliance & Safety
- Maintenance & Repairs
- Inspections & Reporting
- Landlord Support & Advisory

### **Optional Closing Line (on-screen or voice-over):**

- Professional property services for landlords
- Supporting landlords across London