

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