HDPM Instagram Carousel Mockups

Complete Presentation Package

Created: February 4, 2026
Client: High Desert Property Management
Project: Konmashi Integration Pilot - Property Marketing Carousels

Executive Summary

This package contains 20 Instagram carousel slides (10 per property) showcasing HDPM's brand integration for automated property marketing through Konmashi's platform.

Key Features: - Full HDPM branding (windswept juniper tree logo, forest green #2C5530) - Two property tiers: Budget ($1,695/mo) and Premium ($2,695/mo) - Complete property tours with calls-to-action - Ready for Instagram Story/Carousel format (9:16 aspect ratio)

Budget Property Carousel

Property: 1073 NE Hidden Valley Dr #2, Bend, OR
Price: $1,695/month
Details: 2 Bed | 1 Bath | 886 sq ft | Single Car Garage
Status: Available Now

Slide 1: Exterior Hero

Content: Property exterior with pricing overlay - "2 BED HOME IN BEND" - "$1,695/MONTH" - Property address and HDPM branding

Slide 2: Modern Kitchen

Content: Kitchen with modern appliances - White cabinets, black countertops - Stainless steel appliances - "MODERN KITCHEN & APPLIANCES"

Slide 3: Living Space

Content: Comfortable living room - Carpet flooring, natural light - "COMFORTABLE LIVING SPACE" - Neutral, clean aesthetic

Slide 4: Bedrooms

Content: Spacious bedroom - "SPACIOUS 2 BEDROOMS" - Window, closet space - Clean and well-maintained

Slide 5: Bathroom

Content: Full bathroom - "FULL BATHROOM" - Tub/shower combo - Modern fixtures

Slide 6: Features Grid

Content: Property features infographic - Single Car Garage - In-Unit W/D Hookups - Dishwasher Included - Garbage Disposal - Water/Sewer Included - Landscape Maintenance

Slide 7: Outdoor Space

Content: Low-maintenance living - "LOW-MAINTENANCE LIVING" - "Landscaping & Water/Sewer Included" - Private outdoor space

Slide 8: Garage

Content: Single car garage - "SINGLE CAR GARAGE INCLUDED" - Convenient parking

Slide 9: Leasing Agent

Content: Meet Leesa - Your Leasing Agent - "TEXT (541) 548-0383 TO SCHEDULE" - Professional agent photo - Personal connection point

Slide 10: Call-to-Action

Content: Application prompt - "READY TO APPLY?" - "TEXT LEESA (541) 548-0383" - "APPLY ONLINE" - "Available Now - Apply Today"

Premium Property Carousel

Property: 868 NW 19th Street, Redmond, OR
Price: $2,695/month
Details: 3 Bed | 2.5 Bath | 1,696 sq ft | 2-Car Garage
Status: Available February 9th

Slide 1: Exterior Hero

Content: Modern luxury home exterior - "3 BED LUXURY IN NW REDMOND" - "$2,695/MONTH" - Contemporary architecture - Premium positioning

Slide 2: Gourmet Kitchen

Content: High-end kitchen - "GOURMET KITCHEN" - White shaker cabinets, quartz countertops - Gas range, island, pendant lighting - Premium appliances

Slide 3: Open Concept Living

Content: Spacious living area - "OPEN CONCEPT LIVING" - Vaulted ceilings - Large windows, modern flooring - Bright and airy

Slide 4: Master Suite

Content: Luxurious master bedroom - "MASTER SUITE WITH WALK-IN CLOSET" - Spacious layout - Contemporary finishes

Slide 5: Master Bath

Content: Modern master bathroom - "LUXURY MASTER BATH" - Dual vanity - Contemporary fixtures and tile

Slide 6: Premium Features Grid

Content: Premium features infographic - Gas Range & Microwave - 2-Car Garage - Smart Home Ready - Close to Dry Canyon Trail - Water/Sewer Included - Pet Friendly - Refrigerator & Dishwasher - Brand New Construction

Slide 7: Additional Bedrooms

Content: Spacious bedrooms - "SPACIOUS 3 BEDROOMS" - "1,696 Square Feet" - Bright, modern finishes

Slide 8: Two-Car Garage

Content: Large garage space - "2-CAR GARAGE INCLUDED" - Modern garage door - Ample storage

Slide 9: Leasing Agent

Content: Schedule your private tour - "SCHEDULE YOUR PRIVATE TOUR" - "TEXT LEESA (541) 548-0383" - Premium professional presentation

Slide 10: Luxury Call-to-Action

Content: Brand new luxury home - "BRAND NEW LUXURY HOME" - "Available February 9th" - "TEXT LEESA (541) 548-0383" - "VIRTUAL TOUR AVAILABLE" - "Close to Schools & Dry Canyon Trail"

Brand Guidelines Applied

Visual Identity

- Logo: HDPM windswept juniper tree (from brand assets)
- Primary Color: Forest Green (#2C5530)
- Secondary Color: White (#FFFFFF)
- Typography: Clean, professional sans-serif

Design System

- Budget Tier: Warm, accessible, value-focused
- Premium Tier: Sophisticated, modern, aspirational
- Consistent Elements: Logo placement, CTA buttons, contact info

Contact Information

- Leasing Agent: Leesa
- Phone: (541) 548-0383
- Brand: High Desert Property Management

Technical Specifications

Format

- Aspect Ratio: 9:16 (Instagram Story/Carousel optimized)
- Resolution: 2K quality
- File Format: PNG/JPEG

Distribution

- Primary Use: Instagram carousel posts
- Secondary Use: Instagram Stories, Facebook, email marketing
- Integration: Konmashi automated property marketing platform

Next Steps

For HDPM Team

1. Test Posting: Upload one carousel to Instagram to validate engagement
2. Gather Feedback: Share with marketing and leasing teams

3. Metrics: Track views, swipe-through rate, inquiry conversions

For Konmashi Development

1. Template Integration: Use these designs as templates
2. Dynamic Content: Replace with actual Appfolio property photos
3. Automation: Connect to HDPM property feed
4. Personalization: Adapt copy for each property type

Pilot Success Metrics

- Engagement rate vs. standard posts
- Time saved vs. manual creation
- Lead quality from carousel inquiries
- Agent satisfaction with automated content

Repository Structure

```
hdpm-instagram-carousels/
├── README.md
├── docs/
│   ├── brand-guidelines.md
│   ├── carousel-presentation.pdf
│   └── technical-specs.md
├── images/
│   ├── budget/
│   │   ├── slide-01-hero.png
│   │   ├── slide-02-kitchen.jpeg
│   │   └── ... (10 slides)
│   └── premium/
│       ├── slide-01-hero.jpeg
│       ├── slide-02-kitchen.png
│       └── ... (10 slides)
└── templates/
    └── design-specifications.md
```

Image Files Reference

Budget Property Images (1073 NE Hidden Valley)

1. generated_c121c5ee.png - Exterior Hero
2. generated_6d1d0d7d.jpeg - Kitchen
3. generated_1ea88d01.jpeg - Living Room
4. generated_1c8a95ed.jpeg - Bedroom
5. generated_c239114c.png - Bathroom
6. generated_04ddc36a.png - Features Grid

7. generated_fa7c7e34.png - Outdoor Space
8. generated_580f8776.png - Garage
9. generated_0932cb99.png - Leasing Agent
10. generated_515c2c23.jpeg - Call-to-Action

Premium Property Images (868 NW 19th Street)

1. generated_57f7e395.jpeg - Exterior Hero
2. generated_dab3714b.png - Gourmet Kitchen
3. generated_7e7cb8dd.jpeg - Open Concept Living
4. generated_eadfe2f6.jpeg - Master Suite
5. generated_3e449f0a.jpeg - Master Bath
6. generated_0ce06494.jpeg - Premium Features
7. generated_0a74d56c.jpeg - Additional Bedrooms
8. generated_89a67568.jpeg - Two-Car Garage
9. generated_2c0c8bdb.jpeg - Leasing Agent
10. generated_d01453d8.png - Luxury CTA

Contact & Support

Project Lead: Craig Bramscher
Client: High Desert Property Management
Platform Partner: Konmashi
Created: February 2026

This presentation demonstrates HDPM's brand integration for automated property marketing. All slides feature authentic HDPM branding and are ready for production implementation through the Konmashi platform.

All image files are included in the GitHub repository under the /images folder.