



#TheCoreTruth
**with Peter
Hernandez**

The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find it useful for your endeavors.

To watch The Core Truth and other content from me, follow me on social media and watch the video below.

Just search for Peter Hannis Hernandez to connect.

#THECORETRUTH:
What Makes a Top Producer



Featured Article



The Cutting Edge of Equestrian Architecture

Long gone are the days of bright red barns with rustic, dark, wooden interiors. Today's designs are instead reimagining both barn interiors and architecture to create something totally new. Two of Douglas Elliman's premiere equestrian property agents based in Wellington, Florida—an epicenter of the international equestrian community—weigh in on emerging barn architecture trends.

[Read the Full Article](#)

On Peter's Mind



Why Should You Own Real Estate?

With 52 years of experience, I can confidently provide this perspective: Owning real estate creates wealth!

When the market is going up, almost everyone thinks it will never go down. It becomes a buying frenzy. Everyone feels wealthy, smart, and invincible. I hear things like, “They aren’t making any more of it” or “Under all is the land.”

When the market is going down, most think it will never go up again. Everyone becomes an expert, cynical, and a pundit for doom and gloom. I love when the experts recommend renting as a long-term strategy.

Historically, there have always been dips in the market. They are typically short-lived. Every previous recession has always been followed by the market roaring back to new heights. Therefore, if you want to create wealth, buy and hold real estate.

Featured Listing



7 Cloud Chaser Boulevard Henderson, NV 89012

\$15,900,000 | 5 BR, 7 BA | Approx. 10,300sf | Web ID# 2438610

Introducing The Diamond Sky Estate, an awe-inspiring modern custom home expertly designed by international Architect Richard Luke. Gorgeous and exciting, Cloud Chaser embodies five-star amenities and seamless indoor-outdoor living with sweeping views of the entire city, mountains, and the world-famous Las Vegas Strip. Sleek design highlights include crisp white and warm cream hues, gallery walls, soaring ceilings, gorgeous linear fireplaces, contemporary countertops, glamorous fixtures, and LED lighting. 7 Cloud Chaser is pure style and sophistication. The homeowner can enjoy access to the Ascaya Clubhouse featuring an event pavilion, a desert oasis pool terrace, a tennis pavilion, and more. Truly an unbeatable lifestyle.

Listing: Kristen Routh-Silberman (LIC# S.0074661)

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

Don't miss out on any of the daily episodes!
Check us out on Soundcloud, Spotify, or Apple Podcasts



Marketing & Branding



Guide for Real Estate Agents

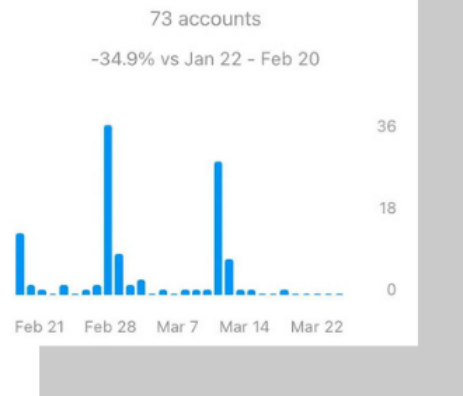
HOW TO MEASURE SUCCESS ON INSTAGRAM

How do you measure your performance on Instagram?
Keep an eye on these Insights, found in your account's settings.

Reach

Reach shows how many unique accounts have seen your posts. This is a great way to determine how much awareness you're gaining and should be a key metric to watch.

Accounts Reached



Story Views

Using Instagram Stories is one of the best ways to build a stronger relationship with your audience - tracking your Story view count will help you find out what's working so you can post the most interesting content for your audience.

Growth



Accounts Engaged

This is the number of accounts that have engaged with any type of post you've published. Engagement will help you understand if your content is resonating with your audience.

Follower Growth

Follower growth rate is a great way to gauge the health of your Instagram account. Very few accounts grow and the requirements to grow your account have become more difficult than ever in recent years. Still, this important metric to watch & work on.



Peter Hannis Hernandez
President, Western Region

O (310) 595-3888 | M (310) 990-5905

DRE# 00411943

peter.hernandez@elliman.com

[See My Bio and Listings](#)



150 EL CAMINO DRIVE, BEVERLY HILLS, CA 90212. 310.595.3888 © 2022 DOUGLASELLIMAN REAL ESTATE. ALL MATERIAL PRESENTED HEREIN IS INTENDED FOR INFORMATION PURPOSES ONLY. WHILE THIS INFORMATION IS BELIEVED TO BE CORRECT, IT IS REPRESENTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL WITHOUT NOTICE. ALL PROPERTY INFORMATION, INCLUDING, BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, NUMBER OF BEDROOMS AND THE SCHOOL DISTRICT IN PROPERTY LISTINGS SHOULD BE VERIFIED BY YOUR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER REAL ESTATE BROKER, PLEASE DISREGARD THIS OFFER. IT IS NOT OUR INTENTION TO SOLICIT THE OFFERINGS OF OTHER REAL ESTATE BROKERS. WE COOPERATE WITH THEM FULLY. EQUAL HOUSING OPPORTUNITY. 🏡

Rechat[®] 2022, All Rights Reserved. [MLS[®] Terms](#), If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat.**