



#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: Hiring New Agents



Featured Article



Douglas Elliman Welcomes the Giles Group in Austin, Tex.

Douglas Elliman Realty announced today that the Giles Group, led by top-producing agent Wade Giles, has joined Douglas Elliman in Austin, Texas. The team, which includes agents Arion Crenshaw, Jessica Philpot and Colton Reid, has ranked among the top-ten teams in Austin over the past three years.

In addition to further bolstering Douglas Elliman's presence in the Texas capital, the Giles Group brings more than \$30 million in listings to the brokerage. In 2021, Wade was the No. 1 buy-side agent in 78704, one of the city's most sought-after zip codes. To date, he has personally surpassed \$325 million in sales.

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On Peter's Mind



Elliman Unlocked is Coming Up!

Elliman Unlocked is quickly approaching for the Western Region. It is an Open House Extravaganza scheduled for the weekends of April 29-30th and May 20-21st. The following are tips to leverage the event.

1. Reach out to sellers that have been postponing putting their homes on the market to take advantage of the event.
2. Time your price reduction with the event and open house for added excitement.
3. Use the event to extend your listing.
4. Call your buyers to create urgency if they have postponed writing an offer.
5. Make appointments to tour open houses with your buyers if not sitting at an open house.
6. Choose and commit to your open houses well in advance.
7. Think about your sign placements to maximize your brand exposure and attract buyers not currently in the market.
8. Take advantage of the marketing collateral created by the company.
9. Arrange and implement your marketing in advance such as promoting on social media.
10. Go door-knocking at the surrounding neighborhoods announcing the open house.
11. Be a resource with comps and local intel.
12. Have your backup materials like the Elliman magazine, The Wealth Report, your bio, etc.
13. Invite a partner. Safety and collaboration should be first and foremost.

Be well prepared. **There will be many sales generated from this event.**

Featured Listing



[25242 PRADO DEL GRANDIOSO Calabasas, CA 91302](#)

\$19,950,000 | 7 BR, 9 BA | Approx. 15,000sf | Acreage: 1.14

Calabasas Luxury

Nestled near the end of a quiet cul-de-sac, this beautifully reimagined estate features approximately 15,000 square feet of superb quality and true luxury living. Notable features include a sunny open floor plan, a floor-to-ceiling fireplace, glass-encased wine display with tasting lounge, and sliding walls of glass that overlook the grounds complete with sparkling pool, waterfalls, fire pit, basketball court, putting green, and more!

Listing: Marc Shevin (DRE# 00559629) and Sara Shevin (DRE# 02038247)

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Guide for Real Estate Agents

STAYING AHEAD IN REAL ESTATE

Want to stay ahead in the real estate market and take your business to the next level? Here are essential tips to dominate the real estate game!

Be Proactive

Staying ahead in the competitive real estate market means adapting to new trends and technologies. It also means being proactive and forward-thinking in your approach to business. By staying ahead of the curve, you can position yourself as a leader in the industry and gain a competitive advantage over other real estate professionals.

Money is Online

In the world of real estate, the money is all online. This is where you should invest your time and money. Build a strong online presence as it is crucial for generating leads. Use lead-generating channels like social media, websites, Google Business, and paid ads to increase brand awareness and generate new leads. To build a loyal following on Instagram, post engaging content, run targeted ads, and engage with your followers regularly.



Monitor Performance

To succeed in real estate, monitoring and analyzing your performance is crucial. Set up and track key performance indicators (KPIs) for your marketing efforts to identify areas of strength and weakness. Keep track of your database and mailing list, social media networks, and lead generation channels like Instagram, your website, and paid ads.

Find New Content Ideas

To succeed in real estate, regularly generating innovative content is key. While finding unique ideas can be difficult, it is not impossible. Begin by researching your competitors to learn what is effective. Then, brainstorm and develop distinct content that highlights your expertise and distinguishes you from others in the field. Utilize tools such as Google Trends to identify popular topics in your industry and create content around them.

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