



#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:

Vision



Featured Article



Resort-Style Living in a Private Malibu Paradise for \$75 Million

estled into Malibu's verdant landscape—on one of the most exclusive stretches of Paradise Cove—this rare beach and bluff compound combines exquisite architecture and design with enviable privacy and ocean views for a true resort-style residential experience.

Located on approximately 2.5 acres, this 12-bedroom, 14-bath home at 27930 Pacific Coast Highway spans 12,000 square feet and features luxurious amenities designed for idyllic indoor-outdoor entertaining. Douglas Elliman agent Lisa Optican represents the property, with a listing price of \$75 million.

[View Full Article](#)

On Peter's Mind



Are You Risk Averse?

Being a Realtor® is no guarantee for success. We often talk about our love of houses and people and how there is no limit to how much we can make. More so, we believe we will have control of our lives and hours.

We don't talk about how we have all scrapped the bottom, and only through complete sacrifice and dedication were we able to climb the ladder of success. We accepted full responsibility for everything, relied solely upon ourselves, and had complete faith in our ability to make it happen.

We have worked endless hours and invested endless amounts of money with little or no return. We all found ourselves at some point during our careers at the crossroads of quitting or pressing on.

So is there risk in being an agent? You better believe it. Napoleon Hill's classic book, Think and Grow Rich, had one line that stuck with me forever; "Burn the bridge behind you." In other words, there could be no Plan B. We make it because we do not accept failure. We make it because there is no other option for our success, and we are willing to do whatever it takes to make it happen (legally and ethically, of course).

Featured Listing



A Bird's-Eye View

Perched on bedrock overlooking the front row of the Bird Streets, this rarified Art Deco contemporary dream home stands in a league of its own. Floor-to-ceiling windows disappear into an entertainer's backyard complete with an infinity edge pool, jacuzzi, elegant terrazzo patio, and picturesque views.

[1456 Blue Jay Way | Los Angeles](#) | \$17,800,000

Listing: Marcy Roth and Ella Angel

[View Full Listing](#)



Douglas Elliman

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Marketing & Branding



Email marketing is a powerful tool for real estate agents to connect with potential clients, nurture leads, and promote their brand. Here are some tips for creating effective email campaigns:

Build a Targeted Email List

You can do this by offering valuable content or incentives. This can include offering a free guide or ebook in exchange for contact information, using social media and website forms to encourage sign-ups, and segmenting your list based on interests or behavior to personalize your campaigns.

Use Engaging Subject Lines

This can help increase open rates. You can use action-oriented language to create a sense of urgency, ask a question or make a bold statement to pique curiosity, or personalize the subject line with the recipient's name or location.



Include a Clear Call-to-Action

Do this in every email to drive conversions. Use buttons or links to make it easy to take the desired action, offer a limited-time promotion or incentive to create urgency, and provide valuable content or resources to build trust and establish yourself as an industry expert.

Keep it Concise and Visually Appealing

Make sure your message is easy to read and visually appealing. A great way to achieve this is by breaking up long paragraphs into bullet points and incorporating images to keep your reader engaged. An email that's visually appealing and easy to read will leave a

lasting impression on your reader.



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[See My Bio and Listings](#)



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