



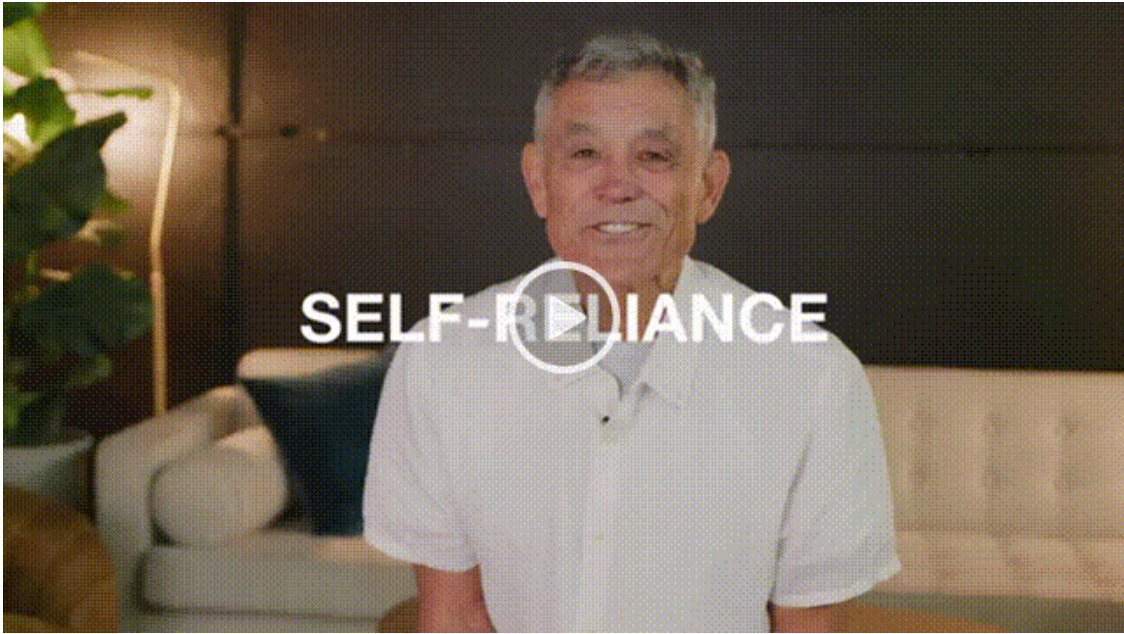
#TheCoreTruth
**with Peter
Hernandez**

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:
Self-Reliance



Featured Article



A Mother's Day Tribute to the Family Agents of Douglas Elliman

In celebration of Mother's Day, we're spotlighting Douglas Elliman agents and teams for whom real estate runs in the family.

Here's wishing all the mothers and mother-figures out there a very happy Mother's Day!

[View Full Article](#)

On Peter's Mind



Is Believing In Yourself Part of Your Strategy?

I recently heard that hope is not a strategy. The thought that immediately came to mind was a strategy without hope is no strategy at all. Hope is the fuel that keeps us going until the results arrive. Without hope, you will run out of gas.

Here are some of my favorite inspirational hope quotes:

“We must accept finite disappointment, but never lose infinite hope.” – Martin Luther King, Jr.

“Hope is the thing with feathers that perches in the soul and sings the tune without the words and never stops at all.” – Emily Dickinson

“Hope itself is like a star—not to be seen in the sunshine of prosperity, and only to be discovered in the night of adversity.” – Charles Haddon Spurgeon

“Hope is the companion of power and mother of success; for who so hopes strongly has within him the gift of miracles.” – Samuel Smiles

“The best way to not feel hopeless is to get up and do something. Don’t wait for good things to happen to you. If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope.” – Barack Obama

“All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope.” – Winston Churchill

“Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality.” – Jonas Salk

“Hope can be a powerful force. Maybe there’s no actual magic in it, but when you know what you hope for most and hold it like a light within you, you can make things happen, almost like magic.” – Laini Taylor

“Love without hope will not survive, love without faith changes nothing. Love gives the power to hope and faith.” – Toba Beta

“I don't believe in hope. I believe in action. I believe in the power of the human mind to create a better world.” – Martin Luther King, Jr.

"In fact, hope is best gained after defeat and failure, because then inner strength and toughness is produced." – Fritz Knapp

Featured Listing



Palm Springs Perfection

This quintessential south Palm Springs architectural gem stuns with 180 degree unobstructed postcard perfect southern, western and eastern mountain views. Designed for the idyllic indoor/outdoor entertaining flow, this contemporary estate features walls of sliding glass, clerestory windows, and towering ceilings throughout, all seamlessly opening to the the resort-style backyard complete with a salt water pool, water features, spa, and multiple entertaining areas.

[675 E Bogert Trail | Palm Springs](#) | \$2,350,000

Listing: Tom Scrocco, Randy Isaacs, Sean Christian, Cameron Gonzalez, and Phil Glenn

[View 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

Soundcloud

Spotify

Apple Podcasts

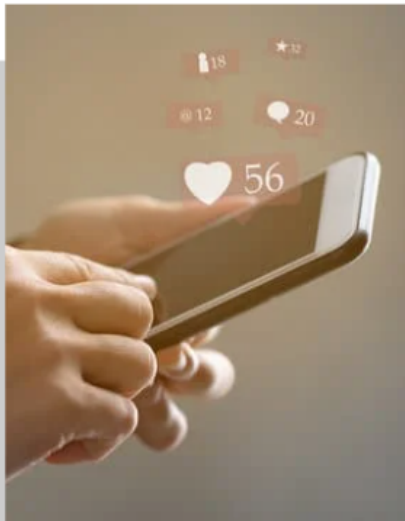
Marketing & Branding



Struggling to get attention on social media? Boost your presence, gain followers, and sell your services with these 5 proven methods.

Find your Tribe

To succeed on social media, create a tribe of like-minded people who share your values, beliefs, and interests. Think of it as a puzzle where each piece fits together perfectly to create a beautiful picture of your social media presence. Once you identify your target audience, connect with them where it's most convenient for you.



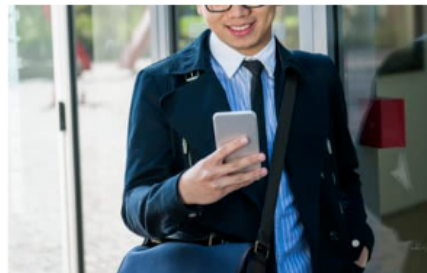
Pick the Right Social Media Platforms

To build a strong presence, understand your target audience and choose a platform that aligns with their language and culture. Here's a quick guide:

- Facebook: Good for wide age and interest targeting.
- Twitter: Ideal for tech-savvy engagement.
- Instagram: Great for showcasing products and services.
- YouTube: Perfect for educational videos.
- TikTok: Ideal for younger generations.
- Pinterest: Focuses on lifestyle and design.

Content is King

To create a strong social media presence, valuable and engaging content is key. With features like reels, infographics, and carousel posts, there are endless opportunities for creativity. Your content should captivate your audience, leaving them wanting more.



Consistency is Queen

Growing your social media presence requires consistency, much like training for a marathon. To achieve success, set a schedule, post regularly, and maintain

Become a Social Butterfly

To increase engagement and improve visibility in social media feeds, start conversations with followers, respond to comments, and run contests or giveaways.

a cohesive, post-regulatory, and maintain
a consistent visual identity.

comments, and full contexts of gateways.
Fostering a sense of community is vital to
success.



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 DOUGLAS ELLIMAN 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**.