



#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.**

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**#THECORETRUTH:**  
Recruiting Experienced Agents



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**Featured Article**



## **Historic Weston, Mass., Estate Hits the Market for \$7.75 Million**

A historic estate located just 20 minutes outside of Boston has hit the market for \$7,750,000. Situated on over four acres of gated land in Weston, Mass., the majestic Ridgehurst Estate boasts an impressive history.

Built in the 1880s for Charles Townsend Hubbard, a local businessman specializing in fabric and rope making, the estate encompasses a sprawling 12,000-square-foot shingle-style mansion spanning four floors. The interior features six bedrooms, five full bathrooms, 11 fireplaces, hardwood floors, custom built-ins and an exquisite chef's kitchen equipped with state-of-the-art stainless-steel appliances, dual ovens, a center island and a butler's pantry.

[View Full Article](#)

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## **On Peter's Mind**



## **5 Rules for When You Are Feeling Down or in a Slump**

### **1. Don't isolate**

Real estate is lonely enough, and isolating yourself is a recipe for disaster. As I say, "Lean In". Join the morning calls. Attend sales meetings. Get out on caravan. Take a client or agent to lunch.

### **2. Self-Care**

Taking care of yourself is critical to top performance. Exercise, eat well, pray/meditate, get enough sleep, get outside, and hang out with friends. I always recommend finding a hobby.

### **3. Stay in Action**

You can't think your way into the right action, but you can act your way into the right thinking. The best solution for changing your emotions is to get into motion.

### **4. Limit Your Time on Social Media**

Social Media is great for business, but it can also allow you to compare yourself to other people. Use it for business and occasional scrolling but limit the time you spend on it. When you catch yourself comparing, remember it is everyone showing their best moments (and usually with a little airbrushing and touch-ups 😊).

### **5. Own it and Own Who You Are**

This is my favorite. Think about your heritage and your legacy. Remember everything you have accomplished to date in your life. Revisit your dreams and goals. Imagine them happening. Take responsibility. Don't play the blame game. Know that everyone puts on their pants the same way.

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# Featured Listing



## Contemporary Coastal

Sited at the end of the point just south of the famed Montage Laguna Beach, this architecturally significant property designed by Bill Murray features stunning 270-degree views of the Pacific Ocean. The interiors, curated by Tommy Chambers, are a study in form and function: concrete, glass, natural stone, and wood elements are seamlessly combined throughout.

[15 Camel Point Drive | Laguna Beach](#) | \$30,000,000

*Listing: John Stanaland and Logan Montgomery*

[View Full Listing](#)

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Douglas Elliman

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# Marketing & Branding







Guide for Real Estate Agents

# REAL ESTATE ADS BLUEPRINT

HOW TO CREATE AN EFFECTIVE AD TO PROMOTE YOUR LISTINGS

Follow this blueprint to create compelling real estate ads for your listings that attract potential buyers!

## Attention-grabbing Headline

The headline is the first thing potential homebuyers will see in an ad. Use an eye-catching headline to grab potential homebuyers' attention.

## High-Quality Photos

Showcase the property in its best light with beautiful photos. Hire a professional photographer if necessary, and include a mix of wide shots and close-ups to give a complete picture of the listing.



## Accurate Property Information

Provide accurate and up-to-date information about the property, including price, location, number of rooms, square footage, and unique features.

## Compelling Description

Write a description that highlights the property's key selling points using vivid words that paint a clear picture in the reader's mind.

## Calls To Action

Include clear calls to action, such as "Schedule a viewing today!" or "Contact us for more information."

## Video Tour (optional)

Consider using a video tour of the listing instead of photos to give potential buyers a more immersive experience.





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