

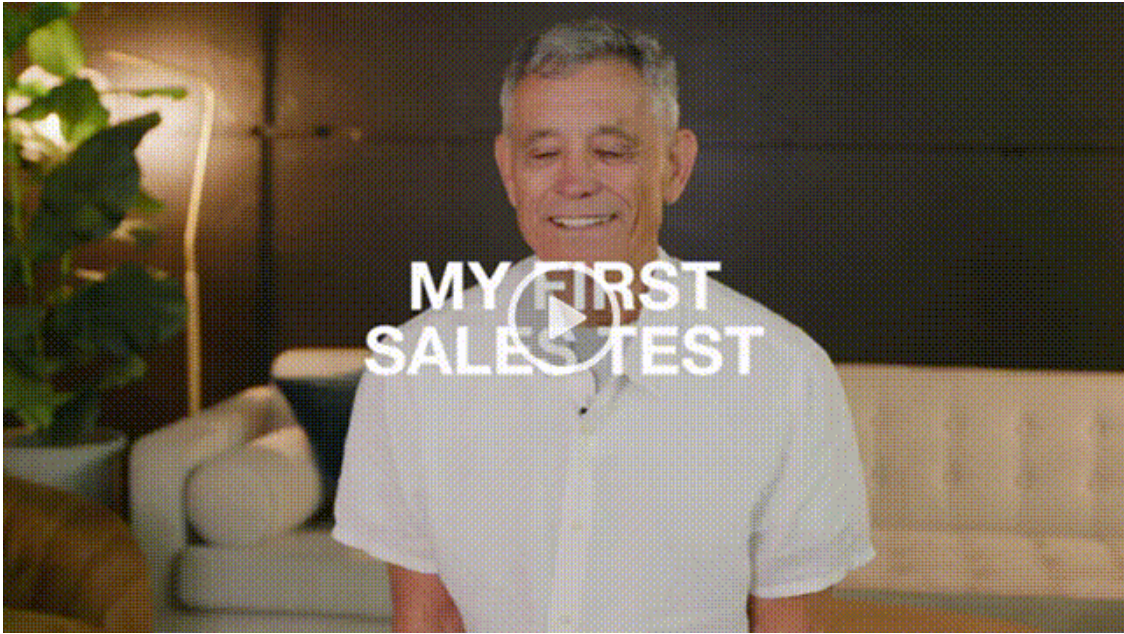


The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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[Featured Article](#)



AAPI Agent Spotlight: A Celebration of Asian American & Pacific Islander Heritage at Douglas Elliman

In celebration of Asian American and Pacific Islander Heritage Month, we invited several Douglas Elliman agents to share their experiences as members of the AAPI community and talk about the role their heritage has played in their real estate career.

[View The Full Article](#)

[On Peter's Mind](#)



My Favorite Negotiation Technique: Offer Some Options

Clients often get stuck on a deal point. It may be the price, it may be a time period, or it may be what is included or not included in the price. It could be over the inspection contingencies and buyer requests. One of my favorite techniques to keep the negotiations moving forward is to offer the buyer options.

For example, let's say the buyer wants a longer escrow and has offered a price unacceptable to the seller. If I am representing the seller, I would suggest we offer the buyer two options; A lower price with a shorter escrow and a higher price with a longer escrow. I would then explain the concept that time is money, and the cost of money goes up over time. Rarely does the buyer accept one or the other, but it energizes the conversation and often will lead to a compromise between the two options. Offering options in NLP language is a pattern interrupt. Try it and let me know how it works.

Featured Listing



The Ridge at Hidden Hills

This brand-new, truly spectacular, one-of-a-kind estate is nestled at the end of a quiet cul de sac and sited on a beautiful approx. 1.77-acre view lot. Bathed in natural light and spanning approx. 21,670 square feet, this home exemplifies the essence of a relaxed, indoor/outdoor California lifestyle. The spacious grounds include a sparkling, zero-edge infinity pool & spa, three covered patios complete with a full barbecue center, two fireplaces, a powder bath, an outdoor shower, and expansive grass lawns.

[24105 Hidden Ridge Road | Hidden Hills](#) | \$39,995,000

Listing: Marc Shevin and Sara Shevin

[Explore The Property](#)

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Marketing & Branding



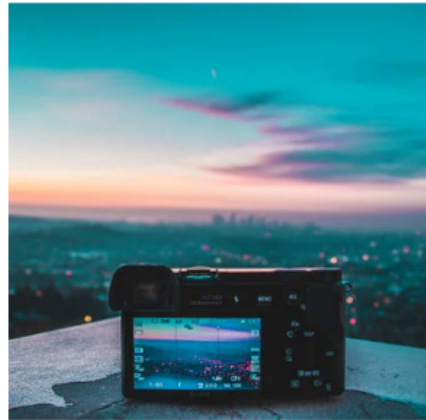
Video content is becoming more and more important in the real estate industry. Many agents are already using it and we encourage you to do the same. Here are three tips to help you make the most of your real estate video marketing:

Keep Them Short & Sweet

People’s attention spans are shorter than ever, so it’s a good idea to keep your videos short.

Aim for videos that are 1 minute or less (15-20 seconds videos work wonders) and make each second count by providing value to your audience.

And it’s a huge plus if you use engaging visuals, music, and a clear call to action at the end to keep viewers interested and motivated to interact with you.



Show Off The Property

Make sure to showcase the unique features and amenities of the property. And highlight its best-selling points, to give potential buyers a full sense of what it’s like to live there.

Tell Stories

People make decisions based on emotions, so use videos to tell a story that will create an emotional connection with potential clients.

For example, create a video sharing a story of how you helped a family sell their home successfully.

Or highlight how a particular home could be the perfect place for a growing family, using music, creative narration, and other elements to make your videos more memorable.



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Peter Hannis Hernandez

President Western Region

O 310.595.3888 | M 310.990.5905

peter.hernandez@elliman.com

DRE # 00411943

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