

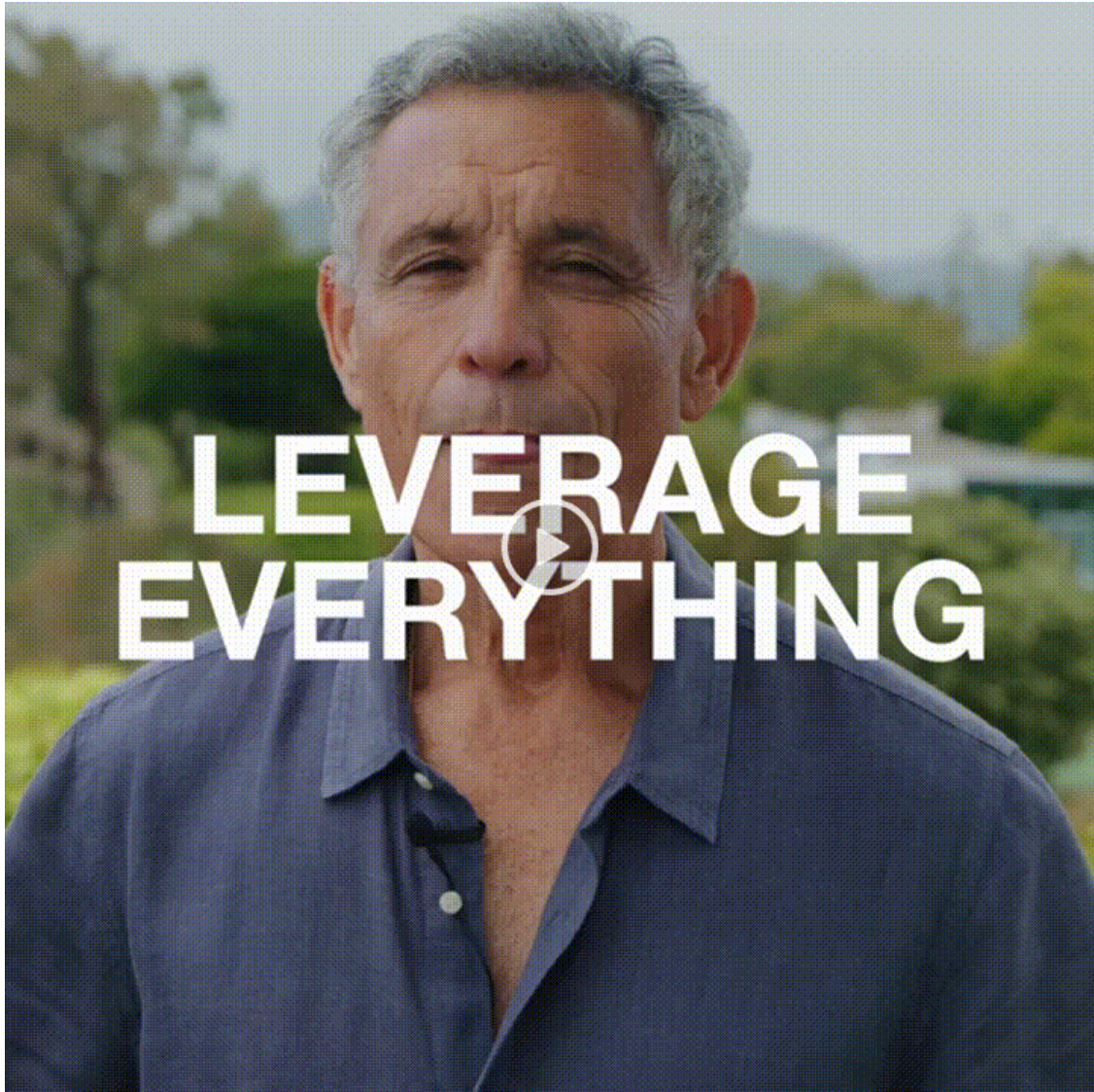


The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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Malibu's Iconic 'Wave House' Hits the Market for \$49.5 Million

One of the best-known homes on the Southern California coast is on the market for the first time in 36 years.

Designed by the architect Harry Gesner to emulate the motion of the Pacific surf, the "Wave House" epitomizes the Mid-Century Modern Malibu aesthetic. Tucked into a hidden grove at [33602 Pacific Coast Highway](#), the home has been listed for \$49.5 million via Douglas Elliman agent Dena Luciano, alongside Chris Cortazzo and Zev Gesner of Compass and Drew Fenton of Carolwood Estates.

An avid surfer throughout his life, Gesner famously sketched plans while observing the property from his surfboard. The house was built in 1963 for Gesner's friends and fellow surfers Gerry and Glenn Cooper, and later owned by Rod Stewart in the 1970s before it was bought by the legendary record executive Mo Ostin, in 1987.

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Getting Things Done as a Team Leader

Directing your team or employees to do something well must be very strategic. You have to be very clear about your expectations. They need to know what you want and why. Troy Sacco suggests that from your directions the employee must be able to answer the following questions:

1. What do you want me to do?
2. How do you want me to do it
3. Why do you want me to do it
4. How am I doing?
5. What's in it for me?

If you provide this information when you ask someone to do something, you are going to get stuff done!

Featured Listing



A Rockstar Estate

The allure of a European château intertwines with the pedigree of famed architect Richard Landry in this enchanting celebrity estate. As featured in Architectural Digest and The Wall Street Journal, this remarkable estate stands as a testament to refined elegance and enduring style, situated on over 3 acres of manicured grounds in one of the world's most prestigious guard-gated enclaves, [North Beverly Park](#).

[23 Beverly Park Terrace](#) | [Beverly Hills](#) | \$70,000,000

Listing: Michelle Oliver

[Explore The Property](#)

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Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

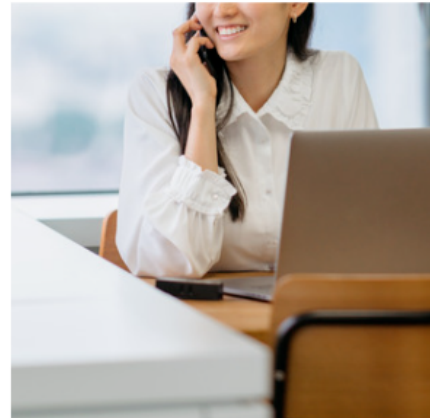
NURTURING LEADS FOR SUCCESS

4 TIPS TO EFFECTIVELY NURTURE YOUR LEADS

Once you've generated leads from your paid ads, it's important to nurture them through the sales funnel to get a return on your marketing investment. Here are some steps you should take to nurture your leads effectively:

Leverage Your CRM

A robust CRM system will help you manage and track your leads, enabling you to prioritize your follow-up efforts and keep track of all interactions. This will ensure no lead falls through the cracks and help you stay organized.



Implement Email Marketing

Integrating leads into your email list and using an ongoing email marketing strategy will keep you top of mind. Sending relevant content, updates, and personalized recommendations will build trust and establish you as an authority in your field.

Promptly Contact Leads

Time is of the essence when it comes to lead nurturing. The sooner you make contact with a lead, the more likely they are to engage with you and move further along in the sales process. Aim to reach out within the first 24 hours after receiving a lead.



Provide Valuable Content

Engage leads by providing valuable content tailored to their needs and preferences, such as market updates, blog posts, videos, and personalized property recommendations. This establishes you as a trusted resource and increases the likelihood that they'll choose you when they're ready to make a move.





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[See My Bio and Listings](#)



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