



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:**  
Geo Farming is Back!



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### **Douglas Elliman CEO on the health of high-end real estate**

Douglas Elliman CEO Scott Durkin joins 'Squawk on the Street' to discuss the health of luxury real estate and more.

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### **Is Real Estate A Good Investment Right Now?**

You bet it is! Demand is outstripping supply which is at anemic and historically low levels. Demand, on the other hand is strong and growing as new generations of buyers enter the market while Boomers are still making their moves. Supply will be down for a while, maybe a lifetime. It is hard to get things built, and it seems to be getting more difficult every year with building restrictions, red tape, limited land availability, environmental concerns, and local moratoriums. Construction of new homes has been down for 15 years, and resale homes aren't selling because owners want to hang on to their low interest rates.

Listen to the Douglas Yearly, CEO of Toll Brothers, Luxury Home Builders talk about the market.

<https://www.youtube.com/watch?v=PWArtUWknAo>

Real Estate creates generational wealth.

“Buy land, they're not making it anymore” -Mark Twain

### **Featured Listing**



## **Calabasas Prestige**

Easily one of the most exquisite properties in all of Calabasas, this architectural masterpiece of French influence and design is nestled on over 1.1 acres and features endless city and mountain views. Spanning nearly 17,000 square feet of luxury and superb quality, the home was created by the award-winning architect Richard Drummond Davis, and constructed with the finest materials imported from Europe.

**[25365 Prado De La Felicidad | Calabasas](#) | \$28,750,000**

*Listing: The Shevins*

[Explore The Property](#)

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Douglas Elliman

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**Marketing & Branding**





Guide for Real Estate Agents

# LEVERAGING CLIENT REVIEWS

## ON SOCIAL MEDIA

Client reviews are a powerful marketing tool for realtors. They build trust, credibility, and can even lead to referrals and repeat business. Here are some tips for leveraging reviews on social media to reach a wider audience:

### Choose the Right Platform

Different social media platforms have different strengths when it comes to sharing reviews. For example, Facebook and LinkedIn are great for sharing longer, more detailed reviews, while TikTok and Instagram are better suited for shorter, more visual reviews.

### Use Quotes and Visuals

To make the review more impactful, consider using a particularly compelling quote and pairing it with a visual element, such as a photo of the property. Storytelling and video reviews can also be even more engaging for potential clients.



### Include a Call to Action

Make sure to include a call to action in your post, such as asking your followers to share the review or encouraging them to contact you for more information. This will help turn the review into a lead-generating tool for your business.

### Monitor Your Online Reputation

Finally, make sure to monitor your online reputation regularly. Set up Google Alerts for your name and business name, and respond promptly to any negative reviews or comments.



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