



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:**  
The Perfect Listing Presentation



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### **Elliman's Paul Brennan Reflects on 25 Years of Community Preservation on the East End**

The son of a second-generation Bridgehampton potato farmer, Brennan descends from one of the families who founded Southampton, in 1640. Growing up there in the 1950s and '60s, on some 100 acres across from what is now the Wölffer Estate vineyard, he often accompanied his maternal grandfather, a dairy farmer, and his uncle, a butcher, on deliveries and other business around the area's agricultural community.

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[On Peter's Mind](#)



## **The Collaborative Advantage**

As a young agent, I sought out and met with the people I admired. I wanted to know what they did and how they became successful. Early on, I realized I didn't have to reinvent the wheel. I just had to put my own spin on it. I am grateful for those early mentors and how gracious they were with their time. I try to pass it on today. So many people are afraid to share their "secrets." I know if I gave you my exact game plan, you wouldn't execute it the same way I would, and you probably would make changes and give it your spin.

I believe in collaborating with other professionals. The business world doesn't have to be lonely. In fact, we can all benefit from working with other professionals. Collaborating can help everyone provide a better overall experience for their clients. Everyone wins when we collaborate.

## **Featured Listing**



## **Mountain Living in Snowmass**

This custom, 5-bed home has been completely remodeled in 2022 with high-end finishes and European-inspired designs throughout. The architectural stunner offer 13-foot ceilings, white oak flooring, expansive views of Snowmass Mountain and Mount Daly, as well as a modern kitchen with French polished walnut cabinetry, marble countertops, and updated appliances.

**1325 Gateway Road | Old Snowmass Colorado | \$5,300,000**

*Listing: Lori Guilander and Mary Kate Farrell*

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Guide for Real Estate Agents

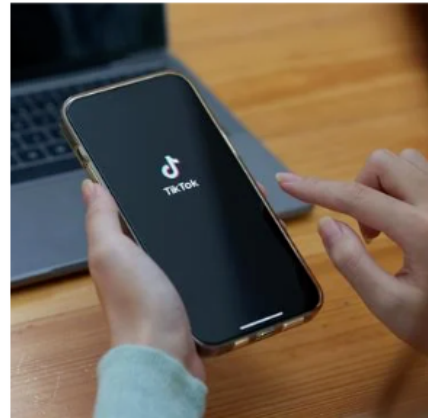
# TIKTOK SEO

TIPS FOR OPTIMIZING YOUR TIKTOK VIDEOS WITH SEO

TikTok SEO aims to improve the visibility of videos by utilizing keywords and analytics to rank higher in search results. Although TikTok is not a search engine, it has its own search bar, making SEO important.

## Know Your Audience

Understanding your TikTok audience is essential for SEO success. Analyze their engagement, hashtags, and messages to create tailored content that boosts your chances of being discovered by new viewers.



## Keyword Research

Discover the words and phrases your target audience uses to find content like yours. Even if TikTok-specific tools are unavailable, you can use the platform itself to explore popular search terms.

## Content Optimization

Incorporate TikTok keywords into titles, descriptions, captions, and on-screen text. Speak the keywords aloud for algorithm favoritism. Use relevant hashtags without going overboard, and include top keywords in your profile to attract followers and boost visibility.



## Track, Analyze, Improve

Monitor your TikTok analytics to measure the success of your SEO efforts. Gain insights into engagement, performance, and key metrics. Identify areas for improvement and refine your strategy based on audience response.

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