



#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.

#THECORETRUTH about Being a Politician



Featured Article



Douglas Elliman's New Development Arm Expands Rental Division to South Florida

Douglas Elliman Development Marketing (DEDM), the new development arm of Douglas Elliman Realty, announced today that it has expanded its rental division from New York to South Florida. The expansion comes on the heels of being named the exclusive marketing and leasing brokerage for two projects, Clara Bay Harbor by Clara Homes and a Miami... *The post, Douglas Elliman's New Development Arm Expands Rental Division to South Florida, appeared first on Elliman Insider.*

[Read More](#)

On Peter's Mind



Choosing a Good Partner

1. They must have skin in the game. No exceptions. Or they won't care.
2. Put the partnership not themselves first. **This is huge.**
3. They have your work ethic. Nothing worse than lazy partners.
4. They don't keep score. Everyone has slumps. This goes for you too.
5. They are collaborative and they compromise. Not always fighting.
6. They are team players. They let others have the spotlight and take the shot.

Featured Listing



13 Old Ranch Road, Laguna Niguel, California

Offered at \$44,995,000 | 6 BR, 6 BA + 4 Half BA | Approx. 14,500sf

Introducing Oceans 13, a stunning secluded hilltop estate that sets the bar for luxury and elegance in one of the most coveted gated communities in Orange County, Bear Brand Ranch. The interior spans ~14,500 square feet of pure modern perfection. This trophy estate set on over 13 planted acres has spectacular ocean views from almost every room that spans from Laguna Beach to La Jolla with unrivaled scale and quality. Welcome to your mansion!

Listed by Andy Stavros, DRE#: 01408840 & Josh Altman, DRE#: 01764587

[See Full
Listing](#)

Marketing & Branding

BRAND YOURSELF

GUIDE FOR REAL ESTATE AGENTS

HOW TO FIND & DESIGN YOUR BRAND

Your brand is what people think when they hear your name. In many ways it is your reputation. We all want to make this our strength, stand out, and let our name precede us in the best way possible!

Self Awareness

Your brand might include where you want to go, but also where you've been & who you are now. Although you may have your own views, other people might see you in different ways, so always ask others!

Your Story

Think of the key moments and milestones in your life and see if you can put together a few short & positive sentences on who you are! Did you come from a foreign country? Do you have a family? Do you have any hobbies or major interests? Don't forget to include your future goals here if you wish.

Ask Others

Ask trusted friends, family and colleagues what makes you unique and what your brand might be. Take notes and look for similarities!

Colors & Fonts

Keep your brand colors & fonts consistent!

Personality Traits

Like in cartoons, maybe you can exaggerate certain personality traits, while staying genuine (and not coming across as if you're acting in your content). Are you bubbly? Crank it up just a notch sometimes. Are you a serious person? Don't force yourself to fake smiles. Be genuinely you and people will be more drawn to you for it. Your unique personality will help you stand out from the crowd so embrace them!

Your Expertise

What areas do you service? What type of real estate do you focus on? Be honest when answering these questions because these are things you will share information on!

Share Info

Share content about your expertise or even the things that make you unique. If you are a sports fanatic, share that through your content. If you are an expert in penthouses, discuss penthouses and share valuable or educational information.

Stand Out

What are your hobbies? Are you a yogi? Be the "Yoga Agent" of your city. Do you love cooking? You can be the one always cooking up the best real estate deals. Are you a fashionista? Sell real estate in style. Share your passions & hobbies.

Niche Markets

Can you or do you service a specific target market? Are you an agent for athletes? Are most of your clients in the financial industry? Do you serve the uber-wealthy? Do you work with young families or new couples mostly? Your niche can be who you currently work with most, or who you want to work with most!



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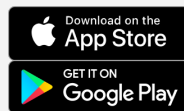
DRE# 00411943

[See My Bio and Listings](#)



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