



#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.**

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#THECORETRUTH about Leaning In



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Featured Article



### **Douglas Elliman Expands into Mid-Valley, Colorado, with New Basalt Office**

Douglas Elliman Realty announced today that it has expanded its footprint in Colorado. With the opening of a new office in Basalt — its fourth office in the state — the company is well positioned to bring its market expertise and unparalleled service to the Mid-Valley communities of Basalt, Carbondale and Glenwood Springs, near Aspen...

*The post Douglas Elliman Expands into Mid-Valley, Colorado, with New Basalt Office appeared first on Elliman Insider.*

[Read More](#)

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**On Peter's Mind**



### 7 Principles for Success

1. Self-discipline. This is the Holy Grail. If you want to know who a person is watch what they do.
2. Start now. There must be immediacy. Procrastination is a horrible habit and deadly to a business.
3. Think big and then think bigger. No matter how big you are thinking, it is probably not big enough.
4. Don't take it personally. It's not about you. This will help you analyze what is really happening.
5. Be authentic. Quit trying to please everyone. Create your own community of people you like that like you.
6. Stay relaxed and solution-focused. Wringing your hanky over things is never helpful.
7. Delegate. Let go of what you aren't good at. Let others do what they do best. Work from your strengths.

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### Featured Listing



### 38 Pitkin Way, Aspen, CO

\$26,875,000 | 7 BR, 6.5 BA | Approx. 6,289sf

One of the last remaining trophy properties on the south side of rarely available and exclusive Pitkin Way. Enjoy incredible privacy as well as direct access to the Rio Grande Trail and the sounds of the Roaring Fork River from your patio. The property also enjoys a private pond and tons of sunlight with all levels being above grade.

*Listing courtesy of Riley Warwick, Broker Associate & Joshua Saslove, Broker Associate*

[See Full  
Listing](#)

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**Marketing & Branding**

# PERSONALIZED CONTENT

GUIDE FOR REAL ESTATE AGENTS

## HOW TO BUILD RAPPORT THROUGH YOUR CONTENT

Imagine never meeting clients & only dealing with them by text message to close deals. How do you think that would go? Don't do the same thing on your social media profiles. Read below to learn how to produce great content with you in it & build a real connection.

### When to Go 'Pro'

Do you need a professional to produce your content? No, you don't *need* one. Use your phone to produce lots of good content, whenever you can. But if you can also hire a professional to help you produce more and higher quality content, go for it!

### Photography 101

- Natural lighting works wonders
- Use different environments for varied content
- Color contrast is good & grabs attention
- Keep it casual - no need to pose, use natural body language
- Efficiency: produce as much content as you possibly can per session
- Candid shots: try some in-action shots

### Most Importantly

Enjoy the process. Producing content should be fun!

### Videography 101

- Make sure the audio sounds clear
- Walk around & record at different angles to keep viewers engaged
- Make the first few seconds attention-grabbing
- Practice, practice, practice - produce more videos
- On-the-go: Document your life, don't overthink your strategy. Then go back and review for improvement
- Subtitles: Use a video editing app or feature or other apps to add subtitles whenever possible. Many people browse social media with their phones on mute & subtitles will help your videos get watched

### 5 Content Ideas

The first step is to remember who your target audience is & speak to them.

1. Market Updates
2. Buyer/Seller Advice
3. Document whatever you're doing today
4. Why I love this neighborhood
5. When is it the right time to buy/sell?



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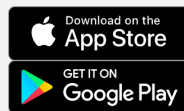
[See My Bio and Listings](#)



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