



#TheCoreTruth  
**with Peter  
Hernandez**

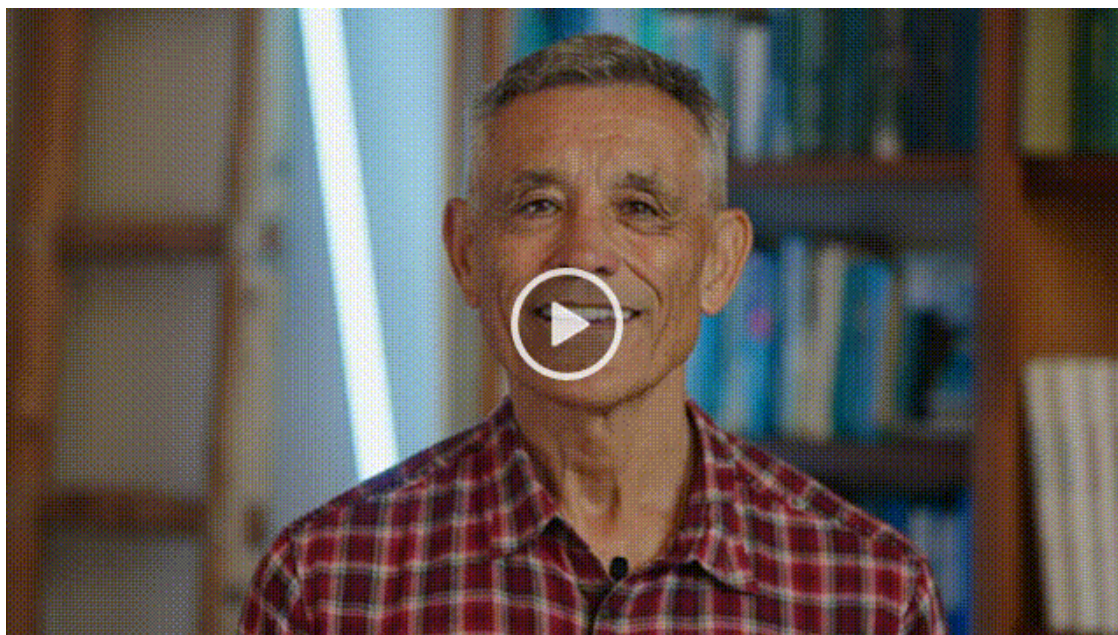
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find 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:**  
Strategies for Today's Market (Pt. 1)



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Featured Article



### **The Elliman Insider's Guide to Summer on Nantucket**

By Grace Cassidy Spanning just over 100 square miles off the coast of Cape Cod, Mass., the island of Nantucket is known for its quaint vibe and classic New England charm. Described by the National Park Service as the “finest surviving architectural and environmental example of a late 18th- and 19th-century New England Seaport Town,”... The post The Elliman Insider's Guide to Summer on Nantucket appeared first on Elliman Insider.

[Read  
more](#)

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**On Peter's Mind**



Mountain bikers know not to look down or over the side when descending a mountain. Why? Because where your eyes go, your bike goes. Therefore, they're maintaining focus on the trail ahead and where they want to go. It is easy for an undisciplined mind to wander off into negative thinking. Contemplating failure is like looking over the side of a mountain instead of keeping your focus on your goals. They put blinders on a thoroughbred horse for a reason. It is to narrow their focus on the finish line ignoring the other horses and distractions around them. Successful people are goal driven and develop a single-mindedness of purpose. Their focus is like a sharpshooter. So when you catch yourself looking down, or thinking doom and gloom, immediately redirect your thinking to your goals and dreams.

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## Featured Listing



960 N Alpine Dr Beverly Hills, CA 90210

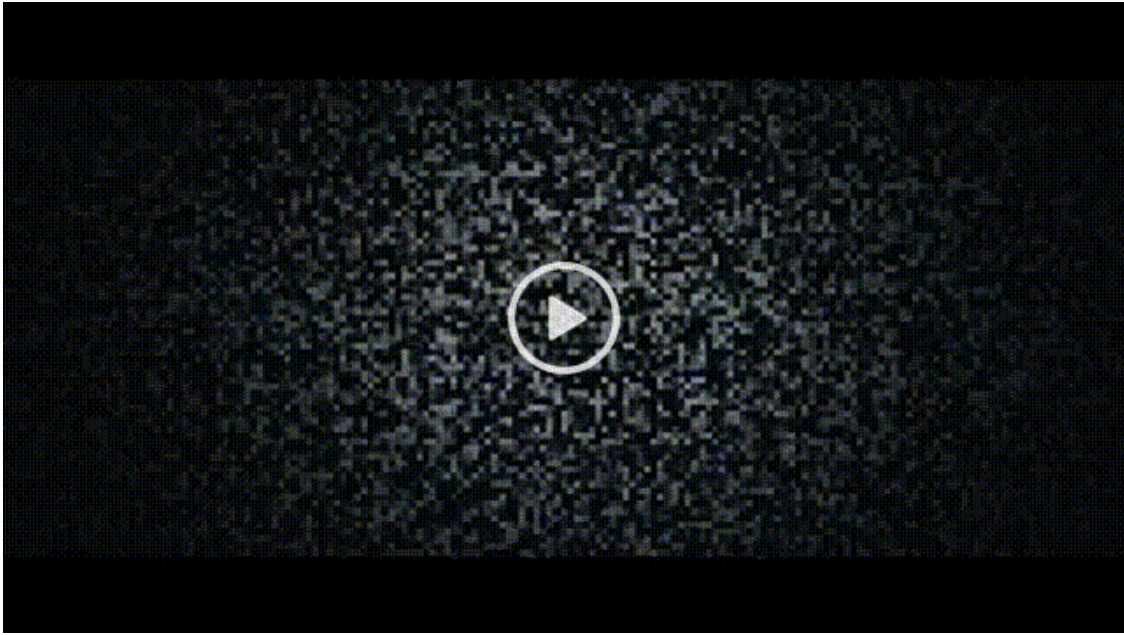
\$28,900,000 | Beds: 4 | Baths: 7 | Approx. 31,157sf | Acreage: 0.72

A true trophy of mid-century modern design showcasing luxury, unparalleled scale, and sophistication. Upon arrival, large double gates open revealing the private driveway lined with abundant greenery offering ample privacy and security. Beyond the front door, the custom home features several unrivaled living spaces. An exquisite infusion of rich hues and textures with solid teak-paneled ceilings running above the concrete floors. Enjoy a lifestyle of seclusion, luxurious comfort, and lavish entertaining.

[See Full  
Listing](#)

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**Knight Frank: The Wealth Report 2022**



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## Marketing & Branding



GUIDE FOR REAL ESTATE AGENTS

# ATTRACT SELLERS

How To Reach Sellers &  
Have Them Reach Out To You

Imagine having property sellers reach out to you to list their homes. Wouldn't that be a dream? Here is how you can make this a reality using modern tools like social media.

## The Tools

- Social Media
- Website & Blog
- Paid Ads
- Google My Business (GMB)
- e-Newsletter

## Brand to Sell

Make sure all your profiles, website and content speaks to sellers. Review your biographies, your copywrite, Instagram, highlights, and more. Once your content and channels are positioned to cater to & attract sellers, you can implement strategies to reach more sellers in your geofarm using paid ads & SEO.

## e-Guides

e-Guides can be a valuable part of your marketing mix. Create short guides (less is more) to provide insights on the selling process or current market for sellers and offer it for free.

## Targeted Ads

## Content is Key

What they don't know can hurt you! Share content that showcases:

- Your success stories
- Your listings, past and present
- Your local expertise
- Colleagues' listings (with permission)
- Advice & guidance for sellers

## Like Honey

Don't just attract prospects: make them stick, like honey. The beauty of online marketing efforts is that you can bring prospects into your sphere and keep them there. Use tools like social media & email marketing to retain and nurture prospects you've reached.

## Collaboration

Nothing great is built alone. Collaborate with local businesses and individuals online to help you get seen by your target audience. Cross-promotion on social media is one great way to do this.

## Targeted Engagement



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[See My Bio and Listings](#)



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