



#TheCoreTruth with Peter Hernandez

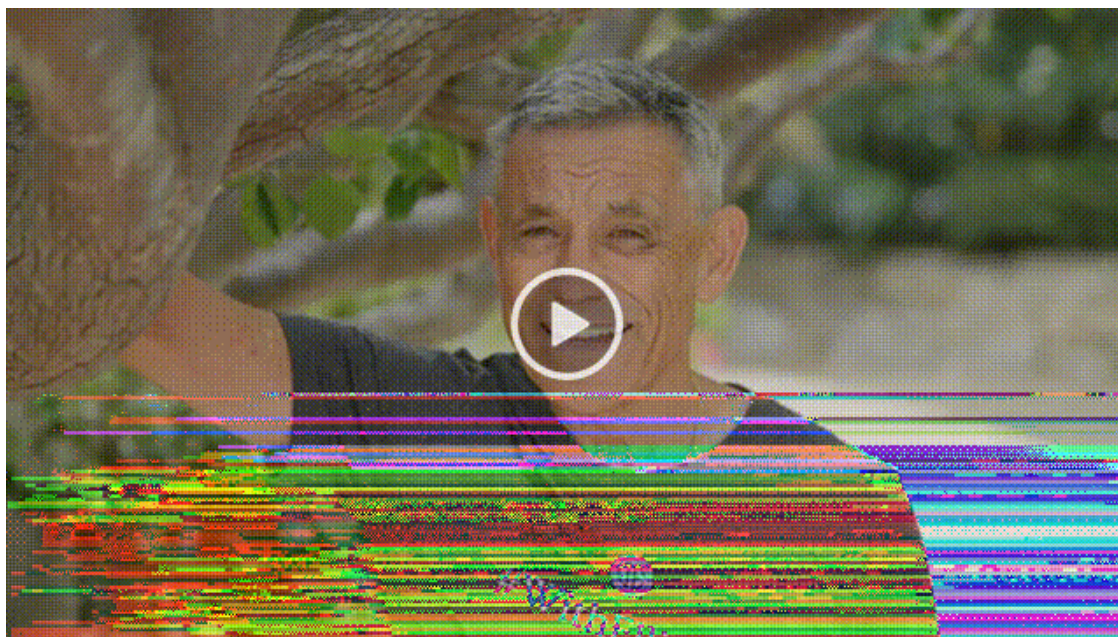
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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

Time to Pivot



Featured Article



The Elliman Magazine Fall 2022 Issue is Out Now

The Fall issue's 260+ pages are jam-packed with inspiration and valuable advice from experts on navigating the current complex market in the U.S. to choosing the best locations for a European vacation home. We explore the intriguing and glamorous trend of hotel living at branded residences, how the wellness movement is impacting our homes, dream garages for car collectors, and so much more.

[Read the Full Magazine](#)

On Peter's Mind



Do you realize we are the only industry in the world that can hold an open house for free? For the rest of the world, hosting an “open house” would require you to rent or build the space and commit to an advertising budget. We, as agents, should never forget that open houses are a free opportunity and privilege that no other industry, to my knowledge, can do. The signage is also unique—open house signs are allowed in most communities and underutilized by the average agent. I urge agents to put out as many signs as legally allowed and to be strategic in their placement. Many agents have built their careers holding open houses and have used open house signs to showcase their brand, increase their visibility, and attract potential buyers and sellers. With the amount of inventory increasing, holding a weekly open house should be back in your prospecting plan.

Featured Listing



46 Comp Mill Cove Westport, CT 06880

\$6,500,000 | Beds: 5 | Baths: 6 | Approx. 5,566sf | Acreage: 0.45

On Connecticut's Gold Coast sheltered by Compo Cove, discover one of the most celebrated homes of Westport; transporting you from city-life to a world of pristine New England natural splendor. Accessible only by footbridge, leave behind your vehicle and time, and cross the Sherwood Millpond onto the peninsula. "Sandbar" welcomes in the way only an exquisite Nantucket Shingle can, with old-world craftsmanship, completed in 2008, by skilled artisans and award winning architect Brooke Girty.

Listing by Scott James and Evangela Brock

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Marketing & Branding



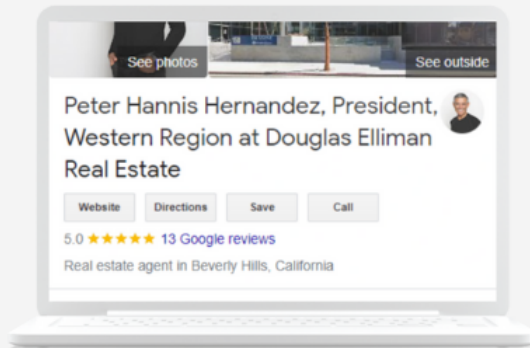
GUIDE FOR REAL ESTATE AGENTS

Google BUSINESS 101

How To Show Up on Google Searches



Let's try a little exercise. Search on Google for "real estate agent near me". Where can you be found in the search results?



What is a Google Business Profile?

A Google Business Profile is a free tool provided by Google to help businesses manage their online presence in search results, especially in local searches or maps. If you haven't set up your Google Business profile yet, this is your sign to do it ASAP!

How to Create

1. Visit business.google.com
2. Sign in to your Google account (or create one)
3. Enter the name of your business
4. Select your business category
5. Select if your business has a storefront or not
6. Enter your business' service area
7. Enter a phone number and URL
8. Select a verification method

Reviews

One of the biggest advantages of having a Google Business Profile is the reviews! This is an excellent place to show your social proof. Implement a Google Review strategy into your marketing plan to help improve your

Benefits

- Appear in Google Maps
- Increase your Google search visibility
- Allow people to leave you reviews
- Provides insights
- Make posts to provide updates

Criteria

Google uses 3 criteria to rank businesses in local searches:

1. Relevance
2. Distance
3. Prominence



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[See My Bio and Listings](#)



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