



#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:
Strategies for Today's Market Pt. 2



Featured Article



Douglas Elliman Cuts the Ribbon on New Nantucket Office

Douglas Elliman Realty celebrated the opening of its first Nantucket office, at 12 Oak Street, Suite B, with a ceremonial ribbon-cutting. Howard M. Lorber, Executive Chairman of Douglas Elliman, and Scott Durkin, Chief Executive Officer of Douglas Elliman Realty, and Peter Burke, Executive Director of the Nantucket Chamber of Commerce, joined Elliman executives and agents. The move underscores Douglas Elliman's commitment to New England, increasing its brick-and-mortar footprint from the Back Bay area of Boston to the Island.

[Read the Full Article](#)

On Peter's Mind



On this week's episode of "The Masters' Lab" (Part of the Elliman Podcast Series), we discussed some of the silliest things we have heard realtors say.

Here are our top six:

"Buyers are liars"

Buyers are not liars, you need to work harder on your buyer consultation interview.

"My seller doesn't have to sell."

Why stop the negotiations with one statement? All this does is put up a roadblock for your clients receiving an offer.

"We are not going to take any more offers."

The next offer may be the best. Why would you not want to at least look at it?

"I only return calls between X and Y."

Can you imagine calling the Four Seasons and hearing this?

"Price is everything for the home to sell."

This is the fastest way to reduce your value. If price is the only factor, why would anyone need a realtor to sell a home?

"It's been on the market a week. The property must be tainted."

One of my favorites. We wouldn't need six-month listing agreements if everything sold in under one week.

What we say matters as agents. Just as they taught in school—"Words become beliefs."

Featured Listing



26940 Malibu Cove Colony Drive, Malibu, CA 90265

\$21,585,000 | 4 BR, 3 BA | Approx. 3,502sf | Approx. 0.15 Acre Lot

Check out one of the most iconic beach homes in Malibu. Featured in "Heat" as Robert DeNiro's modern beachfront home that is stunning and a one-of-a-kind work of art. Designed with meticulous attention to detail by renowned architect Ron Goldman, every angle of the home is maximized for privacy, light, and inspiration.

Listing Courtesy of Pamela Ulich (DRE# 01906130)

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

Don't miss out on any of the daily episodes!
Check us out on Soundcloud, Spotify, or Apple Podcasts



Marketing & Branding



GUIDE FOR REAL ESTATE AGENTS

LEAD GENERATION

The keys to
generating leads online

Most real estate agents claim that lead generation is their key priority in their marketing. So how can real estate agents really generate quality leads online?

Your Brand

Nothing generates leads better than a strong brand. The #1 mistake most agents make in marketing is not constantly building a strong personal brand.

Your Website

Websites serve as a digital brochure for your brand. It should be well-designed, informative & setup to capture leads. Websites need visitors & most achieve this with social media, paid ads & SEO.

Email Marketing

A great way to stay in touch & nurture leads. Emails should offer value & be sent at least once a month. More intensive strategies include email automation & audience segmenting.

Pay-Per-Click (PPC)

PPC is a strategy to place your website on Google to be seen by your target audience. If done correctly, this can be a low-cost/high quality strategy.

Social Media

Your first step is to focus on creating an excellent personalized content strategy. Your next step is to post consistently on all social media channels while reaching your target audience. It's best to seek professional help to make this process efficient & effective.

Paid Ads

Social media ads to target your target market. This strategy is most powerful when using a contact list of previous clients to improve your targeting & when managed by an expert.

Podcasting

Podcasting takes advantage of the popularity of audio streaming. Several apps are available to make podcasting

Google Business

Creating a Google Business profile will help your visibility on Google searches, especially local ones. Also, you can collect/display reviews & list contact details for leads to contact you directly.



Peter Hannis Hernandez
President, Western Region

O (310) 595-3888 | M (310) 990-5905

DRE# 00411943

peter.hernandez@elliman.com

[See My Bio and Listings](#)



150 EL CAMINO DRIVE, BEVERLY HILLS, CA 90212. 310.595.3888 © 2022 DOUGLASELLIMAN REAL ESTATE. ALL MATERIAL PRESENTED HEREIN IS INTENDED FOR INFORMATION PURPOSES ONLY. WHILE THIS INFORMATION IS BELIEVED TO BE CORRECT, IT IS REPRESENTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL WITHOUT NOTICE. ALL PROPERTY INFORMATION, INCLUDING, BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, NUMBER OF BEDROOMS AND THE SCHOOL DISTRICT IN PROPERTY LISTINGS SHOULD BE VERIFIED BY YOUR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER REAL ESTATE BROKER, PLEASE DISREGARD THIS OFFER. IT IS NOT OUR INTENTION TO SOLICIT THE OFFERINGS OF OTHER REAL ESTATE BROKERS. WE COOPERATE WITH THEM FULLY. EQUAL HOUSING OPPORTUNITY. 🏡

Rechat ® 2022, All Rights Reserved. [MLS® Terms](#), If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat.**