



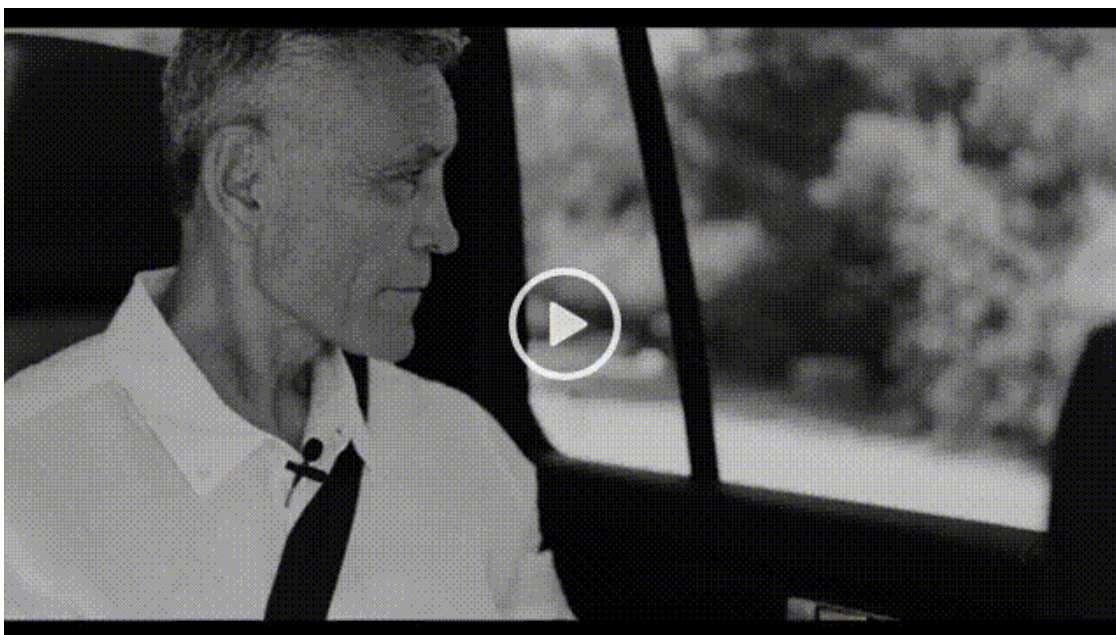
#TheCoreTruth
**with Peter
Hernandez**

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:
Put Your Money in Real Estate



Featured Article



The Stanton Hoch Team Returns to Douglas Elliman

Douglas Elliman Realty announced today that award-winning agents Wesley Stanton and Jordan Hoch, co-founders of the Stanton Hoch Team, have returned to the firm. The five-person team, including Annie Osiecki, Catherine Slotnick and Alejandra Cata Posas, will be based at the company's 1995 Broadway office in the Upper West Side. "We are thrilled to return to Douglas Elliman, where our business flourished for over 15 years," said Stanton. "Douglas Elliman is a powerhouse," Hoch added. "We've missed the incomparable resources in technology, marketing and public relations, not to mention the vast global network the firm maintains through its partnership with Knight Frank."

[Read the Full Article](#)

On Peter's Mind



Getting things done takes organization and discipline. These are my favorite practices:

Learn to say no. If it is not important, don't do it.

Emotional IQ plays a big part in getting things done. Mental states of worry, anxiety and feeling overwhelmed waste time. Work on your emotional IQ and pay attention to these emotions.

Stick to your calendar. Try not to deviate. Your calendar and your to-do list are daily roadmaps for you. The day is not over until you have completed everything on your calendar and on your list.

Compartmentalize and try and focus on one thing at a time. When I multitask, I do not produce the same quality of work. One of my buddies always said, "Inch by inch, life's a cinch..." or "Eat an elephant one bite at a time."

Do what is most important or what is the hardest first. This will pave the way for a great day. Having the weight of that tough call or not getting to what is most important creates negative emotions and low self-esteem. Accomplishing those difficulties is the first thing to building self-confidence.

As my mentor said, "If you want self-esteem, do "esteemable" things."

(P.S. I know that word is not in the dictionary)

Featured Listing



137 Westview Drive, Aspen, CO 81611

\$11,500,000 | Beds: 4 | Baths: 6 | Approx. SF: 5,451 | Acreage: 0.4

Located on the east side of Aspen on a quiet street on a large, flat, treed lot just one mile to town. The main floor living features the primary bedroom suite with dedicated office, dining room and eat-in kitchen. Large, wrap around outdoor decks highlight the views.

Listing Courtesy of Raifie Bass

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

INSTAGRAM MARKETING

How To Grow On Instagram

With a constantly evolving algorithm, staying on top of your Instagram engagement can be tricky. Here are our top 6 Instagram marketing tips to help you get ahead!

Your Story

Nothing surpasses authenticity. It's critical to demonstrate that there is a real person on the other side of your account. Instagram Stories & captions are a great way to create a two-way conversation with your audience.

Best Time To Post

To ensure success and reach the proper audience a post needs to be published at the right time. To help you identify the best time, you can use your Instagram dashboard under Most Active Times or consider your target demographic's weekly & daily habits.

Optimize Your Profile

To increase your chances of showing up in the top search results change your username to something clear & relevant. Use a short and straight forward bio with key words relating to your brand or business. Don't forget the use of emojis to grab the audience's attention! ☐

Be Consistent

Rather than stressing over last-minute posts, create content pillars of 3-5 subjects that you will constantly debate, elevate, and generate content for on social media.

Instagram Reels

Ever since the release of Reels, several creators have hopped on the trend and are utilizing them to grow, attracting new viewers, and even earning from this. Sharing Reels is a fantastic method to expand your audience beyond your following and maybe even go viral.

Carousel Posts

Carousel posts give your content a longer lifespan based on how Instagram pushes these posts to your audience. If a follower doesn't engage with your post when they first view it, they could see the second slide of your carousel when they check their feed the next time, giving you another chance to capture their interest.



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](#)



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