



#TheCoreTruth  
**with Peter  
Hernandez**

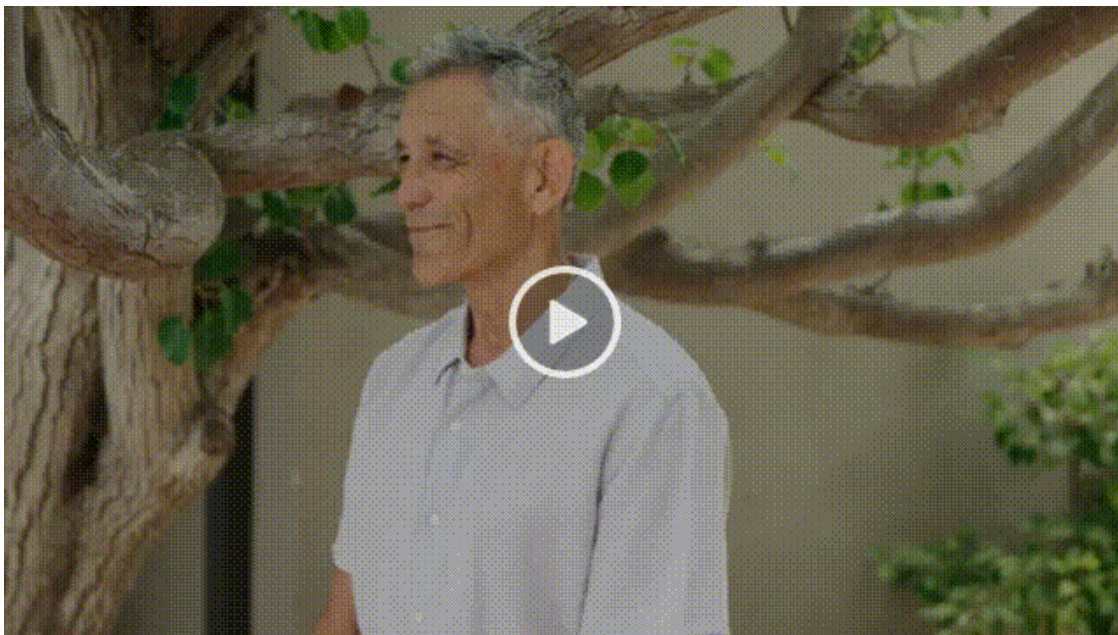
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



---

Featured Article



### **Stephanie Bo Li Brokers Speedy \$10.4M-Sale of Greenwich Castle**

Hemlock Castle is the largest castle in Greenwich, Conn., spanning over four acres in size and boasting a residence with over 13,500 square feet in living space. The estate dates back to the early 1900s and features 14 bedrooms, 17 bathrooms and eight fireplaces. But if you were thinking this might be the house of your dreams, unfortunately you're out of luck.

At a time when industry watchers are declaring that real estate markets have cooled, a buyer has purchased the property at 17 Hemlock Drive for \$10.4 million—in cash—after it had been on the market for just four months. Douglas Elliman agent Stephanie Bo Li represented both sides of the deal

[\*\*Read the Full Article\*\*](#)

---

## On Peter's Mind



**"A coincidence is a trend we have decided not to take seriously." - Philip Slater**

There are no coincidences in life. Yet, we don't pay attention to what is happening around us. Things happen in our lives for a reason. People, places, meetings, and events have potential significance and meaning that we should not ignore. We need to pay attention and contemplate what is happening and why. Explore everything, go deeper, and don't automatically ignore or brush off something as unimportant. I have done this so many times in my life where I didn't follow up on a possible friendship or potential opportunity, or worse, I didn't pay attention. My default is that I will never see this person again, or it's not a real relationship, or it isn't beneficial. I have to ask myself this—What great friendships, opportunities, and experiences have I missed?

---

## Featured Listing



2121 Thomas Avenue, San Diego, CA 92109

Welcome to Board House Villas. Situated in the sought-after beach community of Pacific Beach in San Diego, this highly renovated luxury beach complex consists of 10 meticulously renovated units. Originally constructed in 1970, this property has undergone an extensive modernization in 2022!

*Listing courtesy of Dan Tomasi (DRE# 01851821)*

[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

# PAID ADVERTISING FOR BEGINNERS



Paid advertising is one of the best ways to bring in new leads & increase your brand awareness!

## The Popular Tools

- Meta (Instagram & Facebook)
- Google PPC
- Youtube ads
- TikTok
- LinkedIn

## Advantages of Paid Ads

- Instant results
- Highly scalable
- Multiple targeting options
- Measurable

## Meta Ads

Meta's Ads Manager is used to execute ad campaigns on Instagram and/or Facebook. You can launch ads on your existing posts, Reels, images, multi-photo posts or using lead forms to capture data.

You can launch ads using your:

- Listings (active or sold)
- Testimonials
- Branded Content
- Property Tours
- Educational/Informational Content

To improve your targeting, create a [lookalike audience](#). For more, [visit this link](#).

## Lead Generation

Paid ads are an excellent strategy to generate leads. This strategy is best when working with an experienced professional. Many real estate businesses have grown using effective lead generation campaigns. You should not ignore this business-boosting opportunity!

## How to Measure Success

- Impressions
- Click-Through Rate (CTR)
- Conversion Rate
- Quality Score
- Return On Ad Spend (ROAS)

## Pay-Per-Click (PPC)

With PPC ads, you can have your website or landing page link appear on Google when people search for relevant keywords. You would not get charged until somebody clicks on your link. This is a great way to have your site rank high on Google. Note that popular keywords and locations can be competitive, raising your cost-per-click (CPC)!





**Peter Hannis Hernandez**  
**President, Western Region**

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

DRE# 00411943

[peter.hernandez@elliman.com](mailto: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<sup>®</sup> 2022, All Rights Reserved. [MLS<sup>®</sup> Terms](#), If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat.**