



#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:
7 Principals for Success



Featured Article



Elliman Gives Back: National Day of Service Supports Causes and Communities in Need

From volunteering at food pantries in Connecticut, California and Texas to joining a community garden cleanup in Boston to pedal-powered fundraising in New York City and The Hamptons, members of the extended Douglas Elliman family gave their time, energy and empathy to participate in Elliman Gives Back, the company's second annual national day of service... The post Elliman Gives Back: National Day of Service Supports Causes and Communities in Need appeared first on Elliman Insider.

[Read the Full Article](#)

On Peter's Mind



Focus on your Strengths.

There have been three different moments in my career where I became acutely aware that I needed to focus on my strengths.

1. As an agent, once I hit a threshold of 40 deals in a calendar year, I decided to focus only on what I do best—listing presentations, negotiating offers, showing properties, and developing new business. Everything else I learned to delegate.
2. As a manager, I realized I could not do everything. As a manager, I narrowed it down to recruiting, coaching, problem-solving, and creating culture. I focused on building the office and everything else I delegated.
3. As a President and founder of Teles Properties, I discovered I am not a good operator, I am not the marketer, and I am not the CFO. But what I like doing is brokerage, coaching, and connecting with salespeople. I love building and growing companies. I work hard on culture and giving the company a heartbeat. I like recruiting. I know how to

connect ideas, people, and properties. I love encouraging and motivating anyone who is struggling, and I'm excited to use these strengths in my current role as President of the Western Region for Douglas Elliman.

It is much easier to focus on your strengths. To be authentic to yourself and trust yourself and your instincts. We are all born with unique talents and abilities. Every one of us plays an important role in this world. We are all here for a purpose, and I believe you will find your purpose in your strengths, talents, and abilities. Now go out and multiply them. Crush it!

Featured Listing



6530 Zuma View Pl Malibu, CA 90265

\$17,500,000 | Beds: 4 | Baths: 4.1 | Approx. SF: 4,850 | Acreage: 1.02

Welcome to one of the newest and most exceptional estates on Point Dume and a member of the exclusive Riviera 1 lot ownership (1 of only 51) with rare rear beach access to Paradise Cove "The Hut." No detail was missed as this modern casual chic beach home was

carefully designed, built, and finished in June 2020. Many amazing Craftsmen used the finest products to create "The Surfbar", aptly named for its access to two of the finest beaches in Malibu.

Listing Courtesy of Glen Steele (DRE #: 01480449)

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

EMAIL MARKETING FOR BEGINNERS

Email marketing is an excellent way to nurture potential buyers and sellers that aren't ready to buy right now but will be eventually.

Why Email Marketing?

- Nurture leads
- Provide value to your sphere
- Stay top of mind, stay in touch
- Establish authority as a local expert

Who to Contact?

- Begin by asking your clients and sphere of influence if they would like to join
- Provide chances to opt-in in all of your marketing to build your mailing list

What to Include

Your newsletters can include a mix of:

- Market Updates
- Local Events & Places
- New Listings
- Open House Announcements
- Success Stories & Testimonials
- Timely content or info (ex. summer vacation ideas, Autumn design ideas)

When to Send?

- Weekly, bi-weekly, or monthly
- Mid-week, mid-day

What Platforms to Use

Get started with one of the below!

- Mailchimp
- ActiveCampaign
- MailerLite
- Hubspot

How to Launch

- Follow similar popular newsletters to learn why they are successful
- Tell your network about your newsletter launch & invite them
- Add an email opt-in on your website & social media
- Explain what value your emails provide
- Partner with other industry professionals to distribute your newsletter & to cross-promote with valuable content in your newsletter (ex. mortgage brokers)



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[See My Bio and Listings](#)



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