



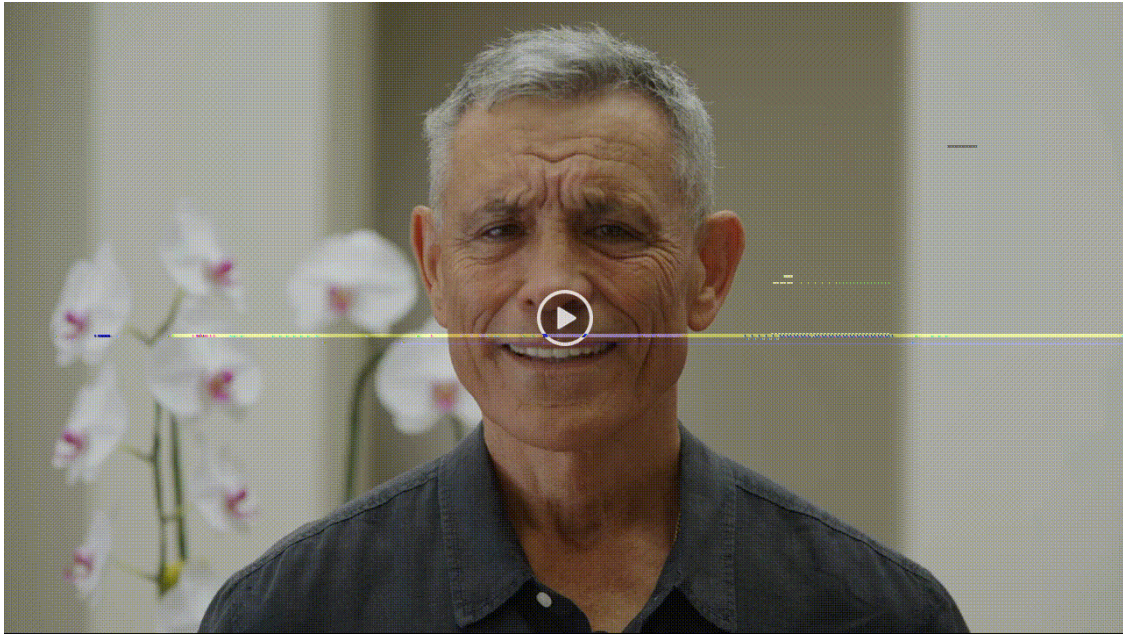
#TheCoreTruth
**with Peter
Hernandez**

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: Marketing Dollars



Featured Article



Hello, Christina

You can choose one of the listings below or search for another listing.

View All Analytics

Find listings

By Listing ID



432 Park Ave, 50C Midtown East,
New York

Price **\$3,815,000** Listing ID 21379256

Analytics

Promote Listing



One West End, 1 West End Ave W, 29b,
Lincoln Square, New York

Price **\$3,505,000** Listing ID 20811371

Analytics

Promote Listing



Madison House, 15 E 30th St, 58b,
Nomad, New York

Price **\$3,500,000** Listing ID 4136437

Analytics

Promote Again

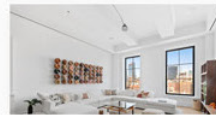


22 Bond St, Ph, Downtown Manhattan,
New York

Price **\$3,370,000** Listing ID 2131116

Analytics

In Promotion



Douglas Elliman Launches AI-Powered AdPro | Elliman Insider

Douglas Elliman Realty announced today the launch of AdPro, a new custom-built digital ad publishing solution that uses artificial intelligence (AI) to help agents more effectively promote properties, target potential buyers, expand their reach and generate more leads.

[Read the Full Article](#)

On Peter's Mind



Why role play?

Why should you join the 8:30 am (PST) role play call religiously?

1. Practice makes perfect. Anyone that wants to be good at anything understands the value of practice.
 2. Becoming a master at anything takes 15,000 hours of practice. Do the math. You don't have time to waste.
 3. Why role-play at the listing appointment when you can role-play when it doesn't matter?
 4. Role play objections. There aren't that many. Get out in front of them and win.
 5. Role-play open-house conversations. Be the pro they remember at the end of the day.
 6. Role-play negotiations. Over prepare. That's the secret to success.
 7. The role-play call is current and focuses on the conversations and challenges in the marketplace today. So many agents have not pivoted to the current dynamics from six months ago. The cheese has moved.
 8. Great actors practice their lines repeatedly until they become natural. So should you.
-

Featured Listing



30 S Willow Court Aspen, CO 81611

\$19,700,000 | Beds: 5 | Baths: 5.2 | Approx. 7,003sf | Web ID# 175971

Located on an exclusive lot at Buttermilk Mountain with big views of Aspen Mountain, Aspen Highlands and Tiehack. This 5-bedroom home was just renovated in 2021-2022 for a brighter, more contemporary look. Upgrades include expanded backyard patio space on upper and lower level plus new decks, all new interior and exterior paint, lighter refinished wood surfaces including floors, ceilings and windows. Designed with an open floor plan, one-level living and all-day sun. Fabulous and spacious primary suite, as well as generous outdoor space with beautiful landscaping and water feature, hot tub and outdoor dining.

Listing Courtesy of Jennifer Engel & Marian Lansburgh

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Check us out on Soundcloud, Spotify, or Apple Podcasts



Marketing & Branding



Guide for Real Estate Agents

32 DAY OF POSTS IDEAS

Feeling like you need to post more to your social media?
These ideas provide an easy guide to keep your content focused each day.

01 Home Buyer Tips	02 Featured Listings from Brokerage	03 Market Updates	04 This or That (Curated Design Photos)
05 Open Houses	06 Day-in-the- Life	07 Local Business Feature	08 Listings
09 Recent Sales	10 Personal Life	11 Home Seller Tips	12 Local Events
13 Recent Sales	14 Local Place Feature	15 Featured Listings from Brokerage	16 Favorite Quote
17 Home Buyer Tips	18 Personal Life	19 Open Houses	20 Local Business Feature
21 Recent Sales	22 Home Seller Tips	23 This or That (Curated Design Photos)	24 Featured Listings from Brokerage
25	26	27	28



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[See My Bio and Listings](#)



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