



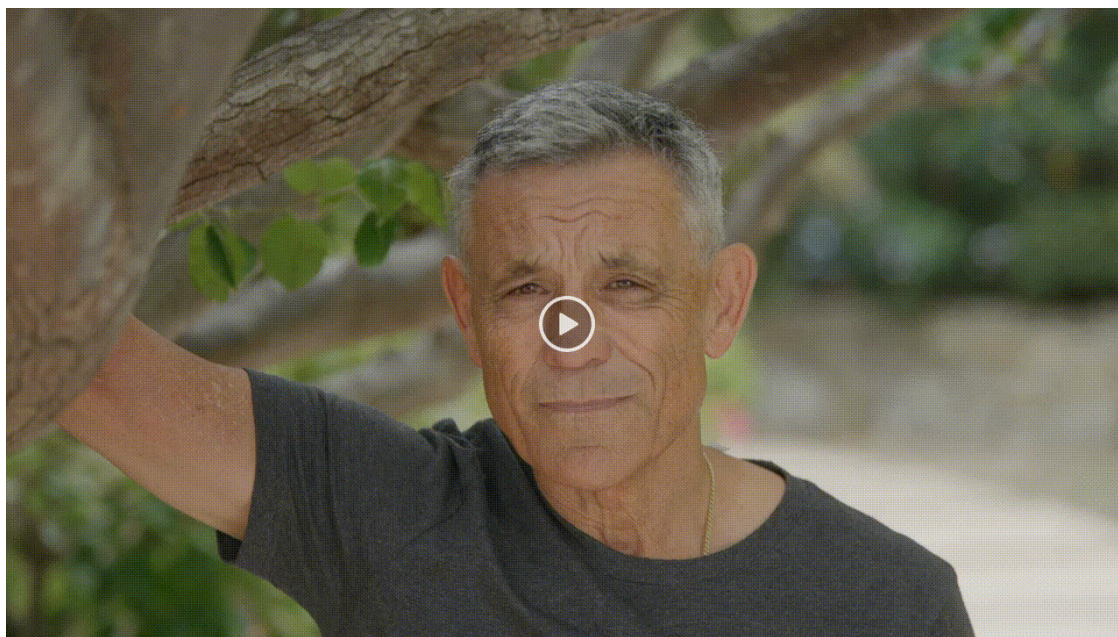
#TheCoreTruth
**with Peter
Hernandez**

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:
Productive vs Important Work



Featured Article



Houston Agent Avi Sheleg Moves at Market Speed | By Grace Cassidy

Only six years into his career as a real estate agent in Houston, Avi Sheleg has earned a reputation as a market leader with a veteran's understanding of the property landscape.

Born and raised in Israel before emigrating to the U.S. in 2014, Sheleg jumped into the game two years later and soon began building a team. Since joining Douglas Elliman in 2020, the Sheleg Team has been ranked the brokerage's No. 1 team in sales volume, gross commission income, and rental transactions for all of Texas in 2021.

Given how dramatically Texas real estate—and the Houston market in particular—has accelerated in the past six years, it's clear Sheleg has thrived in the crash-course pace of change. Among other shifts the market is experiencing, he and his team have capitalized on the demand for rental property fueled by an influx of new residents and an uncertain economy.

"People are coming here from coastal locations—from New York, California, and even Chicago," said Sheleg. "There are so many draws to being here: gas and housing is cheaper, there's no individual income tax and there is so much to do downtown."

[Read the Full Article](#)

On Peter's Mind



Real Estate Ownership

When counseling my friends, I always advise they should own property. I often remind them about the famous Will Rogers quote, "Buy land. They ain't making any more of the stuff."

When asked about selling, I typically advise people against it unless they plan on purchasing a replacement property. Looking at historical graphs of rising real estate values, I get concerned that once you are out, you may not be able to get back in the game.

Real estate is and always has been the best hedge against inflation. Andrew Carnegie said that "ninety percent of all millionaires become so through owning real estate." For me, real estate ownership is a worthy goal and a no-brainer.

Featured Listing



175 W Channel Rd Santa Monica, CA 90402

\$8,375,000 | 5 BR, 4 BA | Approx. 3,465sf | Web ID# 22-210392

Epitomizing the very essence of the coveted Santa Monica Canyon, this romantic 1925 Mediterranean estate is perfectly situated on a large, gated property surrounded by gorgeously-landscaped lush gardens and courtyards. The exceptional private residence combines the charm and sophistication of an historic abode to offer a beautifully updated kitchen and dining area, living room and dining room to entertain, a family room to relax, and a primary suite replete with a boutique-style walk-in closet and an office immersed in incredible natural light and ocean views.

Listing courtesy of Lisa Optican (DRE #: 01960751)

[See Full
Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

WEBSITES

HOW TO HAVE A STRONG WEBSITE

Your website is a key part of your online presence, your prospect purchasing journey & your brand. Here are some points to help set up a successful website.

Purpose

Websites act as your online brochure & provide:

- information for clients
- branding for you/your business
- lead conversion

Keys to Success

- Simple navigation & clarity
- Desktop & mobile friendly design
- High-quality photos & videos
- Neighborhood guides
- Multiple calls to action
- Client testimonials/reviews
- Blog
- Internet data exchange (IDX) integration
- Website traffic strategy
- Impressive design
- Consistent branding
- Educational/informative content
- Market information

Blog

Blogs are highly recommended & are an excellent value-add to provide:

- fresh information to your audience
- optimized visibility on search engines
- increased engagement on your site

Aim to publish 1 or more posts per week.

IDX

IDX stands for Internet Data Exchange and is software used by websites that display property listings & info from the MLS onto your website. Connecting an IDX to your website is important so leads & clients can have access to the most recent listings.

In order to get an IDX on your own site, you will need to purchase it from an IDX provider & integrate it onto your site or find a solution that includes it.



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[See My Bio and Listings](#)



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