



#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:
3 Mistakes Why You Lose Listings



Featured Article



Q3 2022 Elliman Reports Now Available!

I am excited to share with you the just released third quarter 2022 “Elliman Reports” for the Los Angeles and Malibu/Malibu Beach sales markets as well as the Orange County and San Diego County sales markets, the leading resources on the state of these markets. Our market reports are produced in conjunction with Miller Samuel to provide you and your clients with the most comprehensive and objective market insight available.

[Read the Full Reports](#)

On Peter's Mind



Interest Rates and Affordability

Currently, the talk is all about interest rates. What we should be talking about is affordability. With assumable loans, seller financing, credits and incentives, and discounts from list price, affordability is still here. As agents, we need to be creative. If you have questions about this, get on the morning Zoom calls. We cover topics like this and many others Monday through Friday from 8:30 to 9:30 am PST.

Featured Listing



2407 Pemberton Place Austin, TX 78703

\$6,995,000 | Beds: 5 | Baths: 5.1 | Approx. SF: 5,000 | Acreage: 0.42

Jaw-dropping panoramic, close-in downtown views from nearly every room of this house on the sought-after view side of the street of this rarely traded cul-de-sac. Features include full home and outdoor audio and automation, ample built-in storage throughout, a full in-home vacuum system, full irrigation, water filtration in the kitchen, plumbed gas line for a future generator or spa, and brand-new exterior paint.

Listing courtesy of Michael Reisor.

[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

CONTENT SOURCING TIPS

FIND VALUABLE CONTENT TO ENGAGE YOUR AUDIENCE

Valuable content builds trust & attention to grow your business. The right content sources can be the key between a stagnant & a thriving online presence.

4 Types of Sources

- Google News Alerts
- Social Media
- Blogs
- Newsletters

5 Types of Content

- Market updates & information
- Notable listings & stories
- Home design tips
- Advice for buyers or sellers
- Celebrity real estate

5 News Sources We Love

- [Forbes » Real Estate](#)
- [MarketWatch » Real Estate](#)
- [Los Angeles Times - Real Estate](#)
- [Mansion Global](#)
- [Architectural Digest](#)

3 Newsletters We Love

Here are 3 newsletters you can subscribe to to keep your inbox full of content ideas:

- [Insider Report](#)
- [Housingwire](#)
- [Business Insider](#)

Google News Alerts

Google Alerts is a very useful, popular & free tool for media monitoring.

How to Set Up Google Alerts:

1. Go to [Google.com/alerts](https://www.google.com/alerts)
2. Enter a topic you want to follow
3. Click Show options to select your settings
4. Click Create Alert and you'll get emails whenever Google finds matching search results personalized for you.



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](#)



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 ® 2022, All Rights Reserved. [MLS ® Terms](#), If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat.**