



#TheCoreTruth
**with Peter
Hernandez**

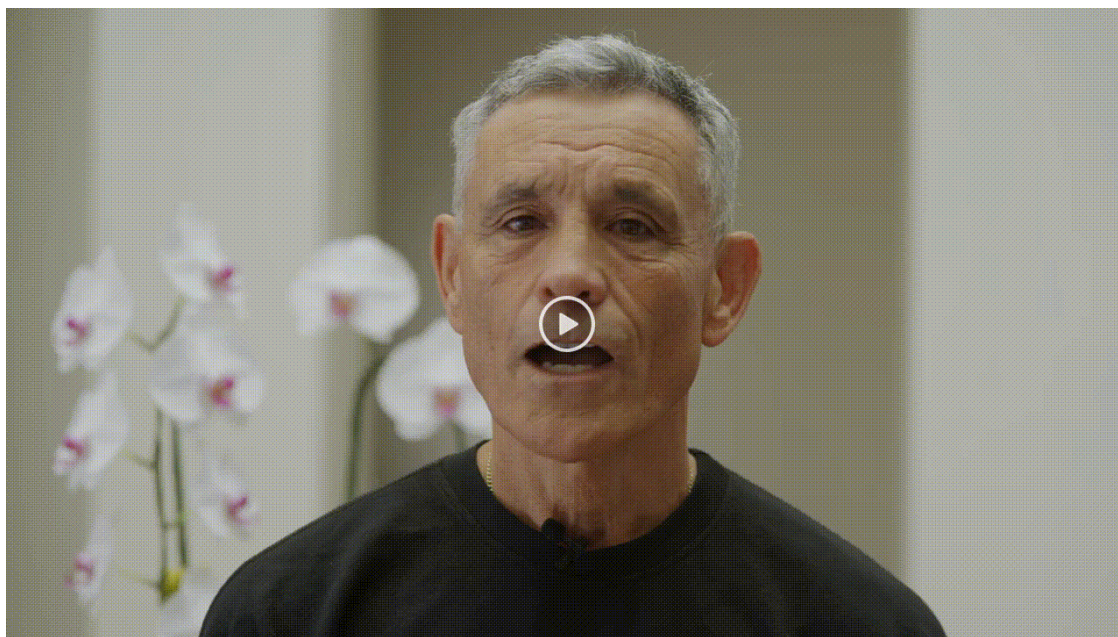
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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

Half Measures



Featured Article



Douglas Elliman Development Marketing Commences Sales at 277 Fifth Ave NoMad

Douglas Elliman Development Marketing announced today that it has commenced sales as the exclusive sales and marketing agent for 22 of the remaining luxury units at 277 Fifth Ave NoMad. The successor sponsor is Shokai, with architectural design by famed starchitect Rafael Viñoly and interiors by Jeffrey Beers International. 277 Fifth Ave is a 55-story modern, glass and steel building located in the very heart of Manhattan's NoMad neighborhood. Julia Jiang Hawkins and Charles Hawkins of The Julia Jiang & Charles Hawkins Team at Douglas Elliman and Fredrik Eklund and John Gomes of The Eklund | Gomes Team at Douglas Elliman are handling the exclusive sales.

[Read the Full Article](#)

On Peter's Mind



"Sick bed, poor bed!"

I have a friend I teased to get him out of bed. I would call him early in the morning and say, "Sick bed, poor bed!" to rile him. (Note, this is NOT about sacrificing sleep! Sleep and rest are critical—this is about getting into action.) If you're sleeping in until 8:00 am, in the business world, you are at a major disadvantage. Unless you are a musician or work late at night, I would say anywhere from 5:30 am to 7:00 am is the right time to get up. The early morning hours are perfect for accomplishing your to-do list and a solid morning routine before serving your clients. The old sayings "early to bed and early to rise makes a man healthy, wealthy, and wise" and "the early bird gets the worm" are true.

It makes me smile when I think back to my early morning calls to my friend that would begin with "Sick bed, poor bed!" He thanks me to this day.

Featured Listing



2606 Highland Ave Santa Monica, CA 90405

\$5,350,000 | Beds: 3 | Baths: 3 | Approx. 3,583sf | Web ID# 22-214849

This one-of-a-kind ocean-view architectural abode offers the best of coastal living. Thoughtfully constructed and perfect for entertaining, walls of windows lend incredible light to each space, and a private roof deck highlights 360-degree views.

Listing: David Solomon (DRE# 01386406) and Anna Solomon (DRE# 00850601)

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

DIGITAL GEOFARMING

HOW TO MASTER DIGITAL GEOFARMING

We all know the importance of geofarming. When done correctly, it can help you increase brand awareness, capture leads, gain listings, and earn referrals. However, geofarming isn't just about door-knocking anymore; in today's digital age, you need to build a strong online presence too.

3 digital geofarming channels

- Website
- Social media
- Email marketing

6 digital geofarming tactics

- Local SEO
- Google Business
- Paid advertising
- Targeted engagement
- Localized collaborations
- Newsletters



Step 1: Build your digital local presence

Make sure you're easy to find online when people search for something area specific.

Local SEO

- Optimize your website by using very specific and local keywords, such as "waterfront homes near XYZ Park" or "homes for sale in XYZ area"

Google Business

- Set up a Google Business account to make it easy for your clients to find you in Google Search and on Google Maps, and to contact you with ease

Step 2: Reach your local audience

Social networks are the place to be online





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.**