



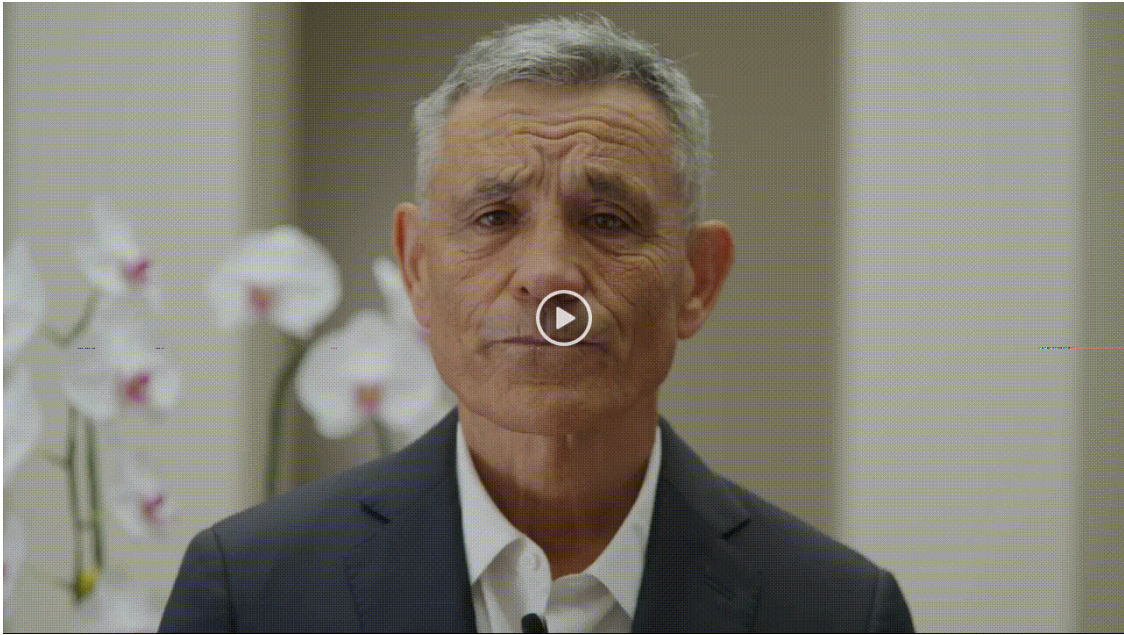
#TheCoreTruth
**with Peter
Hernandez**

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: Front-Load Effort



Featured Article

Douglas Elliman Unveils Elliman Productions Content Creation App

Douglas Elliman Realty announced today the launch of Elliman Productions, an app-based content creation platform powered by Infinite Creator, that empowers real estate agents to use their mobile phones to produce professional-quality videos and photos for promoting their property listings. Infinite Creator's founder, Camilo Lopez, has long produced content for Elliman listings and events through his Lifestyle Production Group and has selected the brokerage to be the exclusive launch partner for the app.

[**Read the Full Article**](#)

On Peter's Mind



Focus On Your Vision

People spend their best years chasing shiny pennies looking for overnight success to get nowhere and have their wheels spinning. Overnight successes are about ten years in the making. Want to know what makes a person successful? Watch what they do. They are consistent in repeatable actions. They are self-disciplined. They understand the sayings

“wash, rinse, and repeat” and “the money is in the mundane.” They learn to love the grind.

They don't get tired, and they don't get bored. They focus on actions, not results. The right decisions will curate the right results. And mysteriously, after ten years, they become an overnight success.

Featured Listing



146 Groverton Place, Los Angeles, CA 90077

\$10,900,000 | Approx. 19,566sf Lot | Acreage: 0.45

The Groverton Residence. A one-of-a-kind opportunity in lower Bel-Air, situated directly off of the world-famous Bel-Air Country Club. Begin building your dream home today in this perfect setting with building permits in hand and breathtaking plans for a gated, stately home and pool house from KAA Design Group.

[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 NETWORKING

HOW TO SUCCESSFULLY NETWORK ONLINE

Real estate networking is one thing, real estate networking online is a whole other game. Not sure where to start? We bring you some simple tips and tricks for leveraging Facebook, Instagram and LinkedIn.

Networking on Instagram

- Follow influential real estate brands and people in your industry
- Comment on posts to connect with brands, leaders, and influencers
- Tag your favorite brands or people in your posts
- Share others' content in your stories (and tag them!)
- Send DMs to people with whom you want to collaborate
- Use relevant hashtags to expand your reach and get found



Networking on LinkedIn

- Join relevant groups to connect with potential partners
- Post meaningful content, but also like and share others'
- Establish a referral network with private lenders and bankers and connect with prospective partners
- Connect with locals to expand your digital geofarm
- Connect with other real estate professionals and endorse them, then ask them for skill endorsements
- Ask past clients for recommendations

Networking on Facebook

- Follow and engage with real estate leading brands and people
- Create a business page
- Leverage your existing friends network, they may be buying or selling a home, or know someone who is
- Find and join groups in your local geofarm and participate in conversations
- Upscale clients are typically very community oriented and partake in charity initiatives. Get closer to them by following charitable groups on Facebook in your area



Pro tip: engage with your current clients



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](#)



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