



#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.**

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**#THECORETRUTH:**

The First Sale



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Featured Article



## Douglas Elliman X Art Basel Miami Beach: Seven Trends Reshaping the Art World

Lavish parties with celebrity appearances. Record-setting sales for marquee artists at blue-chip galleries. A conceptual artist's humorous (or brilliant) stunt. Every year, Art Basel Miami Beach makes headlines—and offers a vast number of enthusiastic visitors a window into the new currents that are reshaping the art world. The three-day December 2021 fair allowed 60,000 guests to observe work from 253 international galleries and to witness the birth of important trends, from increased diversity in gallery representation to waves of thought-provoking pieces that triggered worldwide discourse. Art Basel Miami Beach 2022, December 1–3, promises to bring equally compelling developments to the forefront. Elliman asked experts what buzzworthy new approaches and emerging movements they're most excited about now—and how art lovers can best tap into them at the annual extravaganza.

[Read the Full Article](#)

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**On Peter's Mind**



**“By failing to prepare, you are preparing to fail.” — Benjamin Franklin**

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.

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## Featured Listing



3315 Del Monte Drive, Houston, TX 77019

\$12,500,000 | 5 Beds | 7 Baths | 3 Half Baths | Approx. 12,519sf | Web ID# 68598897

The River Oaks trophy estate by premiere builder Layne Kelly and JD Bartell Designs leaves nothing to be desired. This highly custom new build sits on over a half acre, featuring ultra-premium L'Atelier Paris appliances in the kitchen and scullery, a four-car oversized garage with sliding glass doors to rear grounds, and a spacious backyard with turf lawn and a pool/spa. A world-class estate in the absolute finest of locations.

*Listed by David Gross (License #0531543)*

[See Full  
Listing](#)

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# Douglas Elliman

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# Marketing & Branding



Guide for Real Estate Agents

# INSTAGRAM CAPTIONS

HOW TO USE TEXT TO ENGAGE YOUR READERS

The text you share on Instagram is instrumental in reaching more followers, earning more engagement & generating leads online.

## The Hook

Instagram shows viewers a limited number of characters in your caption and hides the rest behind a 'More' button. Make sure your first several words capture your readers' attention. Use emojis, stats, or cliffhangers to make the reader curious for more.

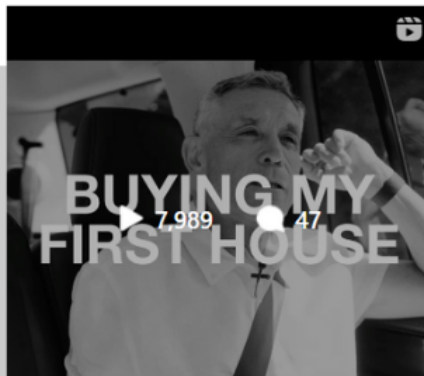


124 likes

buzzyagents Did you know that 76% of homebuyers used a mobile or tablet search device, and millennials used them nearly twice as much as the silent generation? To... more

## The Body

After your hook, deliver relevant & useful information to satisfy your reader and reassure them of your account's value. Add more context to your hook statement & storytell when possible.



p.h.hernandez #THECORETRUTH: Buying My First House - I'll never forget the feeling I had when I first became a homeowner. Comment if you can relate!

## The Call-to-Action

While you have your reader's attention, ask them to take an action that can be mutually beneficial. Choose just one action to increase conversions. For example, ask a question for readers to reply in the comments, offer a benefit if they message you, or direct them to a link in your bio to read more.

## Hashtags

A common mistake agents make is excluding hashtags on posts. The golden rule is always use hashtags!







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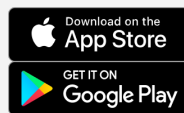
[See My Bio and Listings](#)



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