



#TheCoreTruth  
**with Peter  
Hernandez**

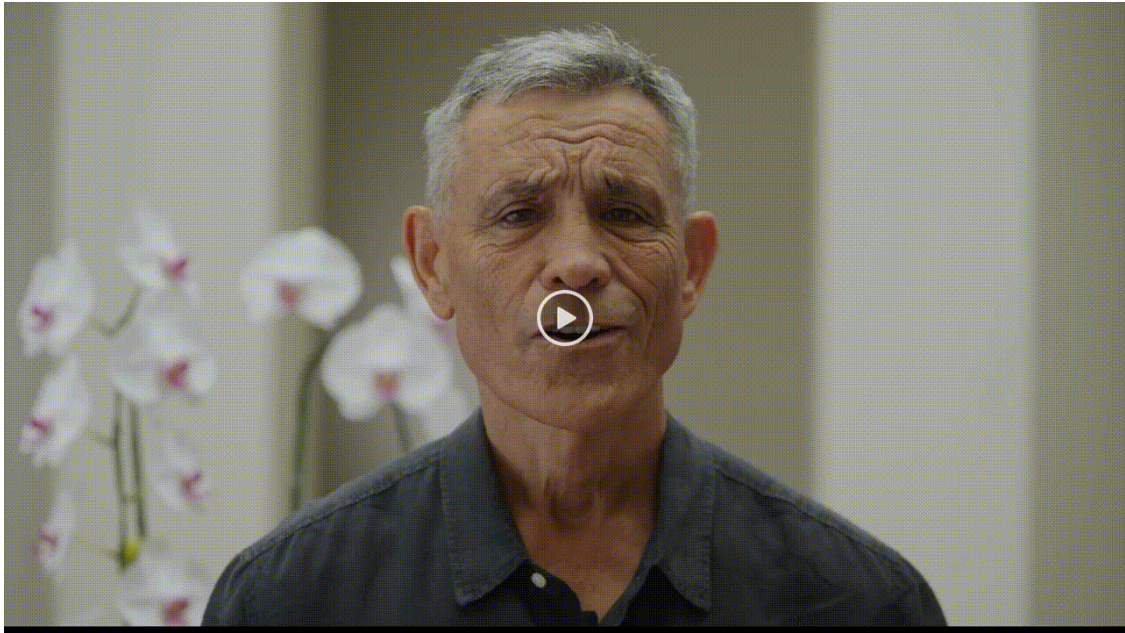
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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Featured Article





### **Neighborhood Spotlight: The Roaring Fork Valley**

Newcomers to Aspen are often puzzled when locals mention “the valley.” Here’s everything you need to know. The valley refers to the Roaring Fork Valley, a geographical feature that runs from Aspen to Glenwood Springs. It’s quite literally a valley, carved into the mountains by the waters of the Roaring Fork River, which also runs from Aspen to Glenwood Springs. These gold medal waters (a designation for the quality of trout fishing) empty into the confluence of the mighty Colorado River and the I-70 corridor, the highway that bisects the state and provides access from Denver to many of the ski areas on the western slope, including Keystone, Breckenridge, Copper, Vail, and Aspen.

[Read the Full Article](#)

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**On Peter's Mind**



### **Becoming the CEO of Your Business**

I hired my first assistant immediately after I became incorporated. I had just completed my first good year as an agent, and my accountant advised I should become an incorporated entity for tax reasons. When I left his office, I was staring at the articles of incorporation for PETER HANNIS HERNANDEZ INC with the accompanying California State Seal. I realized for the first time that as a real estate agent, I was a business and needed to become the CEO. If I was going to become successful, I could not do anything that I could delegate for less than what my time was worth.

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## **Featured Listing**





1300 Pavia Pl Pacific Palisades, CA 90272

\$7,995,000 | 4 BR, 3.5 BA | Approx. 4,562sf | Acreage: 0.4 | Web ID# 22-221705

Hedged from the street and surrounded by lush landscaping on an expansive flat lot, this private and gated residence exudes the charm and character of a classic Riviera home. Retaining many of its distinctive original features, the home offers impressive sale, gorgeous light, hardwood floors, multiple fireplaces, indoor/outdoor flow, and more.

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

[See Full  
Listing](#)

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## Douglas Elliman Podcasts



# Douglas Elliman

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## Marketing & Branding



Guide for Real Estate Agents

# BECOME A LOCAL EXPERT ON INSTAGRAM

In order to become to a market leader in your community, you need to consistently get the attention of your target audience and provide value. Read below to see how you can do that on Instagram!

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## Share Local Events & Activities

Offer value for & relate to local residents by posting about local updates & fun activities. This helps keep your target audience interested in & engaged with your account.

## Engage with Local Accounts

Just a few minutes a day spent engaging with accounts of local organizations or people helps keep you top-of-mind with your target audience.

- Tag local businesses on your Story or grid posts
- Comment on local business accounts
- Engage with local influencers

## Create Personalized Content About & In Your Community

Nothing says 'local expert' more than showing viewers you are in their communities! Make sure to take photos and create short videos in your target communities to post consistently using the above strategies.

## Use Targeted Hashtags

Research local hashtags & include them in all your grid posts to increase your visibility. Search local hashtags on Instagram to make sure they have at least a few thousand results to help bring you a considerable amount of traffic.

## Tag Locations on Posts

Also be sure to tag local businesses or areas on your Story and grid posts to increase your reach or encourage other accounts to repost your posts.







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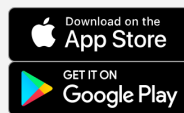
[See My Bio and Listings](#)



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