



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:**

When to Quit



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### **Knight Frank Spotlights Sicily as Prime Second Home Destination**

Google searches for “Sicily property” were up 54% year-over-year in April 2023, [according to Knight Frank Residential](#).

Perhaps inspired by the popularity of the HBO series *The White Lotus*, which set its second season on the Mediterranean island at the toe of Italy’s boot, the apparent interest in “Sicily property” suggests to the London-based firm (and international partner of Douglas Elliman) that discerning second-home buyers know an opportunity when they see it.

From its easy accessibility and Mediterranean charm to the competitive home pricing and appeal of Italy’s flat tax, Sicily has all the makings of a new prime destination for property seekers.

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## **The Art of Crisis Resolution: 6 Tips for Effective Problem-Solving**

Great operators must continually manage crises. Bill Begert, COO for DE Western Region, shared his secrets for crisis management on The Core Truth ([Watch Here](#)). Below are his key takeaways:

### **Facts Are Your Friend**

Emotions aside, what does the contract say? What do the numbers say? Study the details and be prepared.

### **Have The Right Team Around You**

You are allowed one “pet” as Barbara Corcoran preached. Otherwise, ensure everyone else is committed and good at their jobs.

### **Clear The Table If It's Truly A Crisis**

If it's really a crisis, you and your team must put everything else on hold and give it your full and undivided attention.

### **Resolve The Crisis**

Do not ignore or hope it goes away on its own. Work to solve the crisis ASAP. It requires calm and effective leadership. Everyone is looking to you for guidance.

### **Regarding Leadership**

Be poised and positive with a “can do” attitude. Over-communicate and control the narrative. Take ownership and do not place blame. As President Truman famously said, “The buck stops here.” Finally, be present and alert.

### **Know Your Audience**

Are they the persuasive type? Analytical? Extraverted? Introverted? Match, mirror, and negotiate in the style of your opponent. Conflict management is a negotiation.

## Featured Listing



### **A Modern Mountain Marvel**

Peace and serenity await in breathtaking proportions with this once-in-a-lifetime opportunity, where location, acreage, natural beauty, and contemporary architecture come together. Majestic proportions and an idyllic setting equate to Falcon Ridge Ranch set against the picturesque backdrop of the Red Rock Canyons and Majestic Cliffs.

**1375 Calico Drive | Las Vegas, Nevada | \$4,850,000**

*Listing: Kristen Routh-Silberman*

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Guide for Real Estate Agents

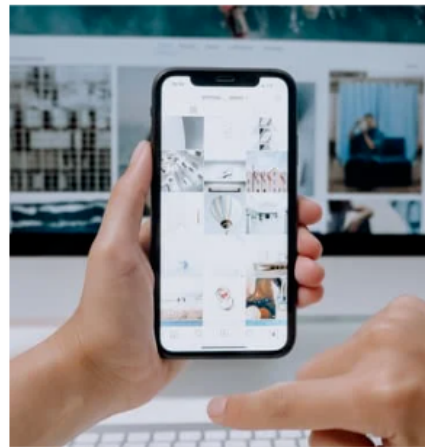
# LEVERAGING INSTAGRAM GUIDES

WAYS TO LEVERAGE INSTAGRAM GUIDES FOR REAL ESTATE PROFESSIONALS

Instagram Guides is a versatile feature that allows you to curate and share content in a new and exciting way. Here are four tips on how to leverage Instagram Guides for real estate agents.

## Collection of Your Current Listings

Use Instagram Guides to showcase your listings in a more engaging and informative way. Organize them by location, price, or property type to provide potential buyers with a personalized view of your offerings and make it easier for them to find what they need.



## Share Tips and Insights

Create guides with tips and insights on the real estate market. Covering topics like home buying, selling, trends, and new markets will make your guides valuable to your readers. Make sure your guides have the latest information to stay credible as an industry expert.



## Highlight Your Community

Use Instagram Guides to showcase popular and hidden local gems, giving potential buyers a taste of the community's lifestyle. You can also share the area's history and culture to deepen readers' understanding of its unique qualities.

## Collaborate

Collaborate with colleagues and real estate professionals to create Instagram Guides showcasing top properties in your area. This will increase visibility, attract more potential buyers, and create an authoritative resource for anyone looking to buy or sell property in your area.





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