

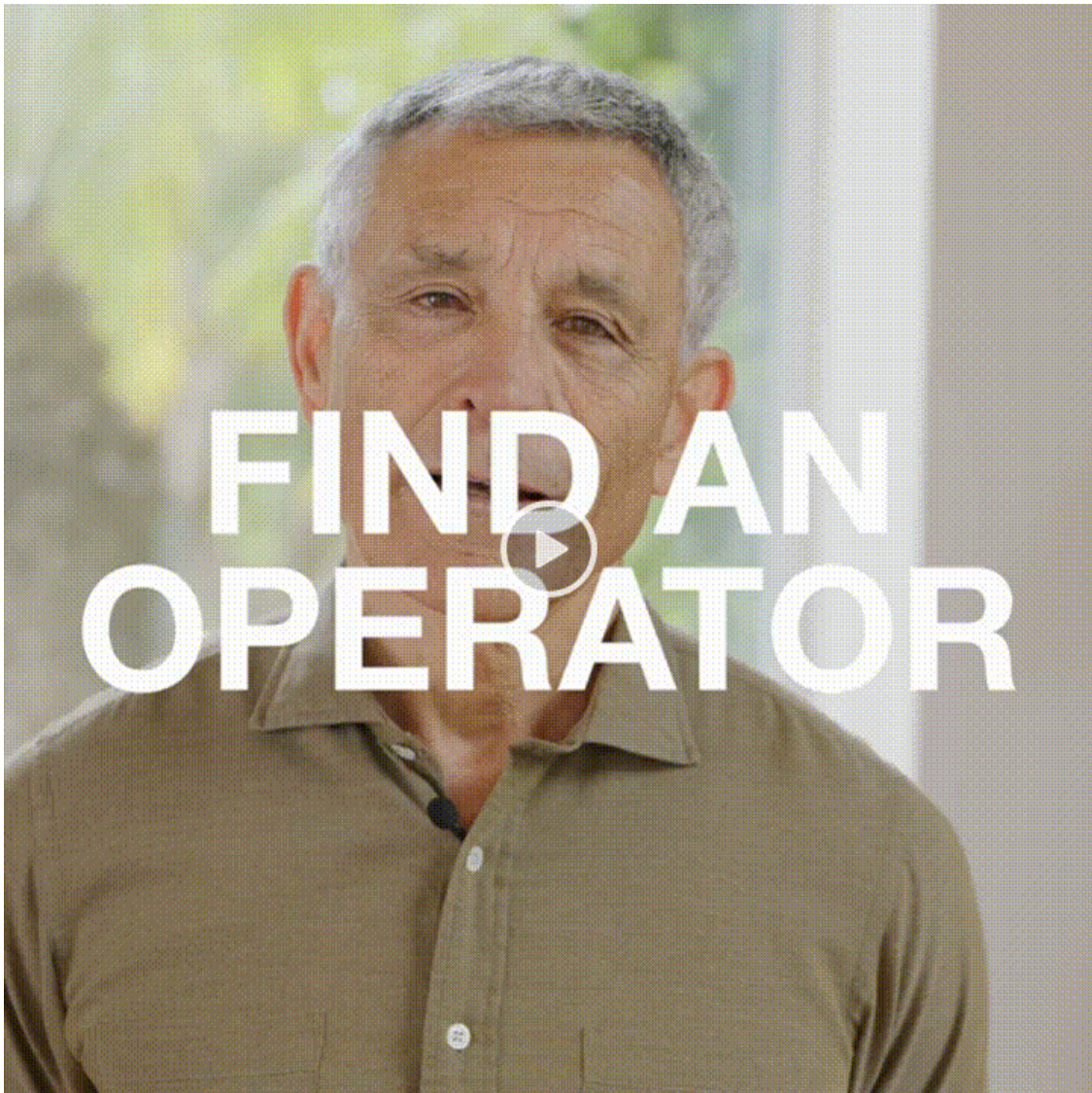


The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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## **Douglas Elliman | Knight Frank Report: Development of Branded Residences Growing Globally**

The Douglas Elliman | Knight Frank Global Branded Residences Report 2023 confirms a market enjoying sustained growth in new brand-operated residential developments, despite significant recent economic turmoil.

Tracking the portfolios of 15 leading luxury branded residence operators, the report identifies 186 live developments globally, which will be joined by 32 new developments this year, 23 in 2024, 26 in 2025 and 22 in 2026. The research also identifies a further 35 projects in the pipeline with no confirmed launch date. The number of new developments with known opening dates represents a 12% annual growth rate up to 2026—or 55% overall over the period to 2026.

The DE|KF report confirms this growth in supply will be matched by demand—evidenced by key wealth, travel and property dynamics.

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[On Peter's Mind](#)



## **The Five-Minute Rule: Embracing The Temporary Nature of Emotions**

I used to allow myself to be whipsawed by my feelings. I would go from one emotion to another, traveling from feeling anxious to bored to depressed or excited. I was most comfortable in those extreme states. There was a sense of “I am in control.” Where I felt uncomfortable was when I felt calm or peaceful. Then I would feel like I wasn’t doing enough or needed to be concerned about something. I felt out of control. My belief system was if I am not worried, I should be or I wouldn’t get ahead or might miss something. I worshiped my emotions constantly, desiring to feel one way or another. Still, I was never satisfied with where I was. Finally wanting to change, I began to ask myself, “How would I like to feel in this situation?” and to practice affirmations and positive thoughts about the intended result. I decided to control my emotions rather than let them control me. I made the decision to de-emphasize my emotions. To not give them so much power. A good friend of mine always says, “If you want a new feeling? Wait five minutes.” Emotions and feelings are like the weather, they are constantly changing.

## **Featured Listing**



## Desert Dreaming

Dubbed "Kanyon Ranch," this modern California Spanish compound is truly one-of-a-kind among the best estate settings in Rancho Mirage. Custom-built from the ground up in 2019, this entertainer's oasis features 4-beds and 6-baths, and an expansive yard with pool, golf course, and stunning mountain views.

**[71911 Desert Drive | Rancho Mirage, California](#) | \$6,295,000**

*Listing: Austin Alfieri and Ernie Carswell*

[Explore The Property](#)

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Douglas Elliman

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**Marketing & Branding**





Guide for Real Estate Agents

# INSTAGRAM BIO

HOW TO CREATE AN INSTAGRAM BIO THAT STANDS OUT

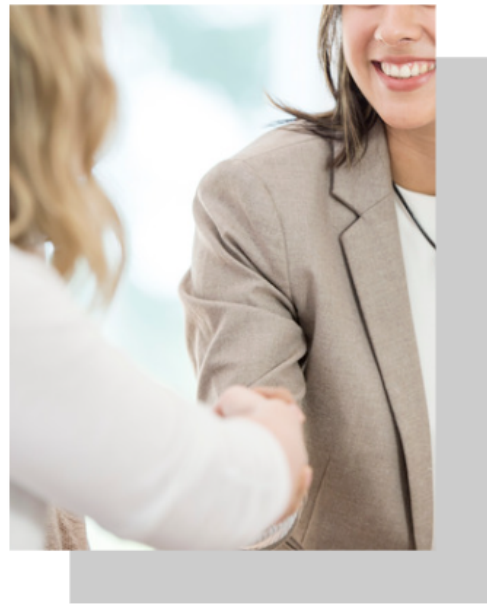
Your bio should be informative, engaging, and memorable to capture the attention of potential clients and make them want to learn more about you and what you have to offer. Here's how to create the best Instagram bio for real estate agents.

## Highlight Your Accomplishments

One of the best ways to grab the attention of potential clients is to highlight your biggest accomplishment. This could be a record-breaking sale or a prestigious award. By emphasizing your most impressive achievement, you can quickly establish yourself as an expert in your field.

## Incorporate Your Values and Mission

To make your bio more personal and memorable, consider incorporating your values and mission. This will not only show your personal brand but also help attract clients who share your values. For example, if you're passionate about sustainability, you can mention your commitment to eco-friendly practices in your bio.

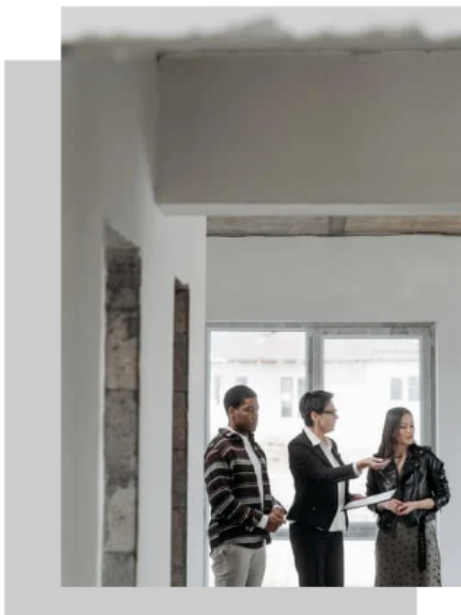


## Emphasize Your Skills and Experience

Your skills and experience are what sets you apart from other real estate agents. Therefore, it's important to highlight them in a concise and compelling way. Mention your areas of expertise, such as luxury properties or commercial real estate, and provide examples of successful transactions you've completed.

## Add Your Location and Value Proposition

Mentioning your location is essential, as it helps potential clients know where you are based. But don't just stop there - show how you can be of value to your target audience. So, if you specialize in luxury homes in a particular neighborhood, mention how your knowledge of the area can help buyers





find their dream home.



**Peter Hannis Hernandez**

**President Western Region**

O 310.595.3888 | M 310.990.5905

peter.hernandez@elliman.com

DRE # 00411943

[See My Bio and Listings](#)



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