



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:

Brokerage 102



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New Points of View: 7 Luxury New Developments with Panoramic Vistas

While many of the properties in the Douglas Elliman Development Marketing portfolio boast luxurious assortments of amenities, one attribute in particular might be said to stand above the rest: magnificent views. Check out these seven new developments from Midtown Manhattan to Miami Beach that offer residents truly new perspectives on luxury living.

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Make A Decision Already!

A mentor once said that analysis leads to paralysis. On the surface, everyone gets what that means. But to fully understand what this means with respect to building a business is another story. No doubt all decisions need thought but that isn't what we are talking about. We are talking about overthinking or circular thinking. Where you are stuck in a spin cycle of reviewing facts and possible outcomes. Another mentor told me to stop trying to be a perfectionist and that 80% was good enough. How does striving to be perfect impair your decision-making? To start, nothing is perfect. It's a fool's game. Trying to make things perfect takes forever and most of the time it never gets done. Here are some factors to consider:

Time Management

Set a timeframe as to when you need to make a decision.

Decision Complexity

How much effort is really needed into making the decision to know how much time you should spend on it?

Intuition and Experience

Lean on past experiences to analyze possible outcomes when time is on your side and lean more on intuition when you need to make a decision faster.

Risk Tolerance

While it's important to consider risks, being too cautious can prevent you from taking calculated risks.

Decisiveness is important. Nothing happens until a decision is made. Forward momentum is paused and time is lost. Leaders, and business owners (Realtors) all know and understand they must be decisive. Weigh the facts, look at possible outcomes but make a decision and live with the outcome and move to the next situation and keep going. This is how things get done and business thrives.

Featured Listing



Beauty On The Bluffs

Nestled within the picturesque and secure gates of Lagunita, this extraordinary oceanfront estate sets a stage for an unparalleled coastal living experience. Perched on the bluff top in Laguna Beach, this Mediterranean estate holds a storied past, having once been a renowned celebrity hotspot owned by Ozzie and Harriet Nelson.

16 Lagunita Drive | Laguna Beach, California | \$42,500,000

Listing: Josh Altman, Matt Altman, and Heather Altman

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Marketing & Branding



Guide for Real Estate Agents

INSTAGRAM ALGORITHM

A GUIDE TO BOOST YOUR CONTENT'S VISIBILITY

To succeed on Instagram, understand the algorithm and optimize your content. This will help you appear at the top of your followers' feeds, increasing engagement, followers, and social media success.

Drive Interactions

To improve your ranking with the Instagram algorithm, focus on driving interactions such as likes, comments, saves, and clicks. Use engaging captions with call-to-action and Instagram Stories widgets such as polls, emoji sliders, and question stickers.



Add Relevant Hashtags and Keywords

To reach a wider audience, make sure to add relevant hashtags and keywords to your posts. It's important to include both high-performing hashtags and branded or locally-focused ones.



Share Instagram Reels

To stay relevant on Instagram, keep sharing Instagram Reels. These videos are still promoted by Instagram's algorithm and are at the top of users' feeds. Additionally, Instagram has a Reels tab, making it easier than ever for users to discover and engage with this content.

Monitor Your Content Insights

Finally, track your Instagram insights to understand your followers and improve your strategy. Use content insights to identify patterns and trends in your followers' behavior. Optimize your content to meet their needs and interests for greater success and growth on Instagram.



Peter Hannis Hernandez

President Western Region

O 310.595.3888 | M 310.990.5905

peter.hernandez@elliman.com

DRE # 00411943

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