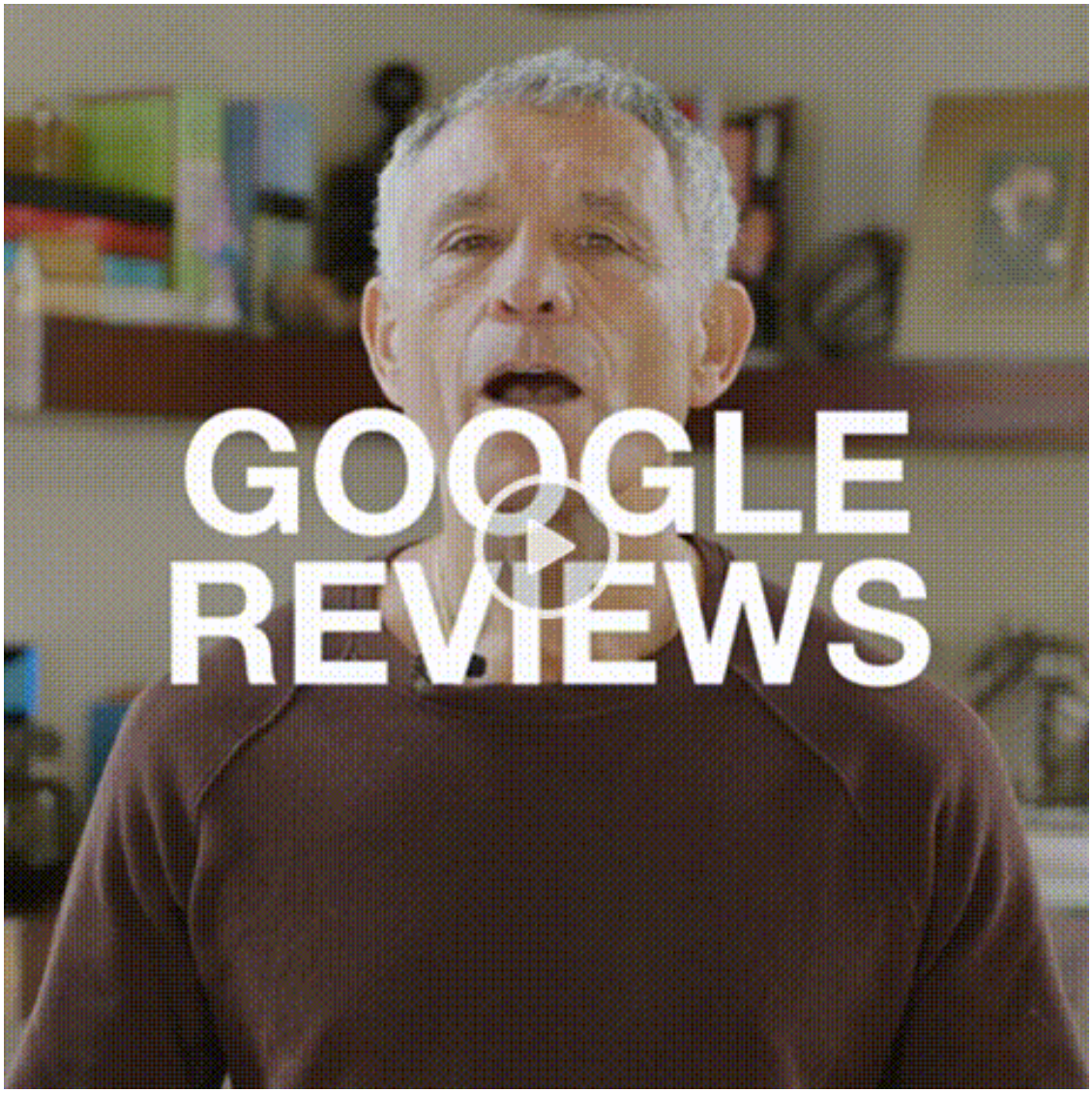
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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

Google Reviews



View The Full Video

Featured Article

LA Agent Kevin DaSilva on Recruiting, Mentoring and Building Teams

It took Kevin DaSilva less than a decade in the real estate industry to become one of the top-producing agents at Douglas Elliman's Manhattan Beach office, in Los Angeles County. And as the leader of a team of handpicked agents, he is quick to attribute his success to his emphasis on finding and recruiting the right people to be his teammates.

"I look to my heart," DaSilva said. "But I also look for people who have a high customer-service mentality and want to do better. I want to recruit people who are looking to do more but don't know where to start."

View The Full Article

On Peter's Mind

Time to Step It Up

You already know this but you need to hear it again because you are probably not doing it:

1. We all need time off, but if you aren't on a real vacation, now is not the time to take unplanned time off. In fact, if anything, I suggest you step it up.
2. Please don't isolate. Don't think it's just you. Start to lean in. Show up for the morning calls, attend your office sales meetings, and participate in all of the training classes Douglas Elliman provides. Take advantage of DE's continuing support and community.
3. Get out of your head and get into action. Your head can be a scary place. Keep moving, and if you catch yourself worrying, go help someone. Nothing better than thinking of others to get your mind off yourself.
4. Work out, eat right, get sleep, and take care of yourself. Don't forget your morning routine. We hear this all the time, but it is easy to let self-care go first.
5. Study your craft, read books, and constantly look for ways to become better. Now is the time to take it to the next level.
6. Don't get backlogged with tasks. Work on everything you had put off because you were too busy. You have the time now.
7. Finally, **Prospect, Prospect, Prospect.** Talk to people. Pick up the phone. Send text messages and emails. Never stop selling. You never know where your next sale is coming from.

Featured Listing

Spanish-Style Stunner

Located in the desired heart of Beverly Hills, this expansive Spanish Colonial estate is set upon 1.5 acres, totally hidden from the street with virtual privacy. Offering grand living interiors paired with spacious outdoor grounds, amenities include a champion-sized tennis court, a swimming pool with a waterfall, a 2-story guest house, and a pond with a hewn rock bridge.

1005 Laurel Way | Beverly Hills, California I $33,000,000 or $145,000/mo

Listing: Ernie Carswell

Explore The Property

Douglas Elliman Podcasts

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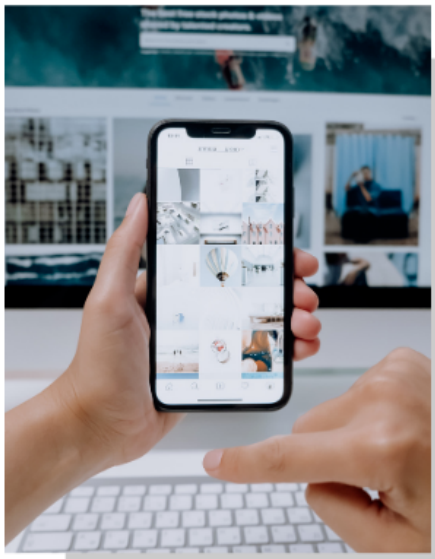
Marketing & Branding

Maximize your Instagram bio link with a link-in-bio tool. This clickable landing page showcases your properties, portfolio, articles, and more, making it easy for potential customers to navigate your portfolio and find your latest offers.

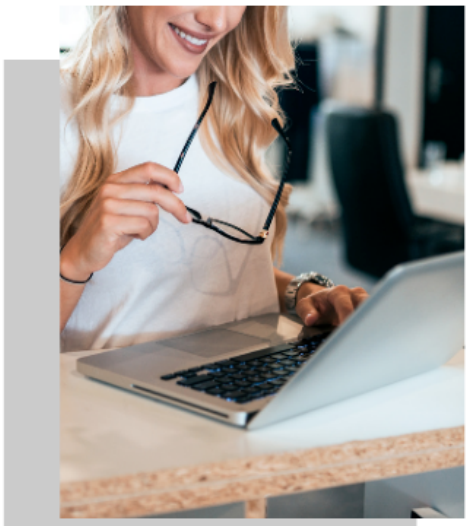
Content Catalogue

The link-in-bio tool enables you to synchronize your Instagram posts and automatically add external links to provide more context for each piece of content. This feature offers users easier navigation and the latest information about your listings, helping generate more interest and leads for your business.



Support Your Brand Identity

A link-in-bio landing page is a mini website for your Instagram account that enables you to showcase your brand's personality. These tools can be customized to match your brand's colors and overall aesthetic, ensuring consistency across all channels.



Highlight a Specific Campaign

A link-in-bio tool allows you to choose what to highlight and how. You can add videos, feature your latest Instagram post, or drive traffic to important links at the top of your link-in-bio page. You can use it to showcase yourself or a listing, encourage action, promote a lead magnet, and boost business.

Drive Traffic Outside of Instagram

Using a link-in-bio tool allows you to drive traffic from Instagram to other online platforms, including your website, appointment calendar, and other social media accounts. You can also integrate your email newsletter, enabling you to collect emails and build your database.

Peter Hannis Hernandez

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See My Bio and Listings

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