

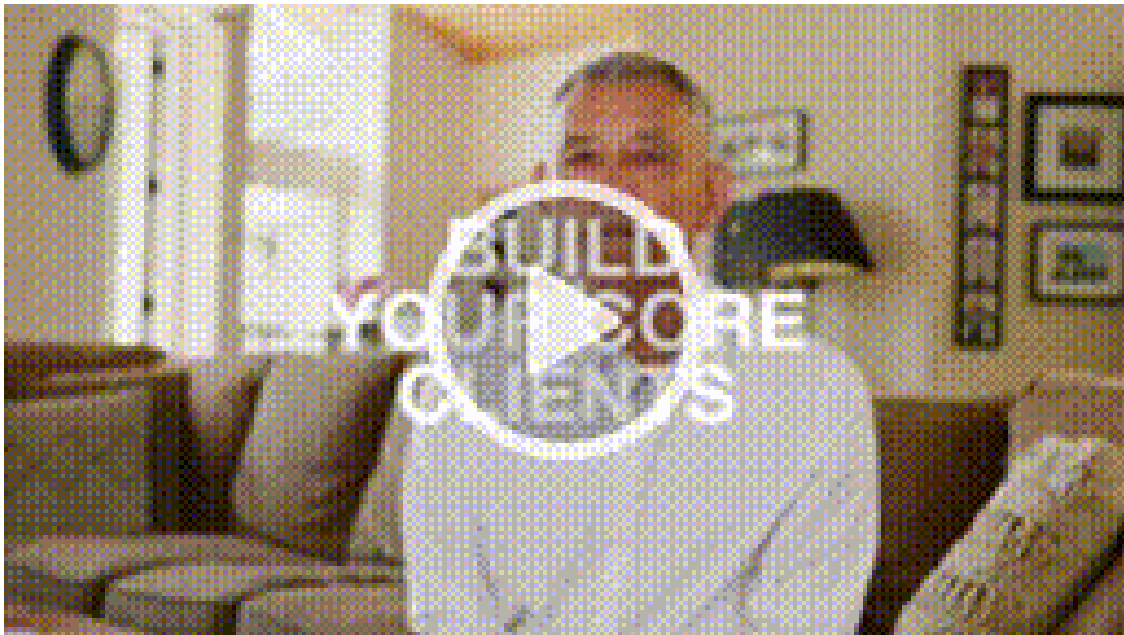


The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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## Happy Trails: 8 Properties with Hiking and Riding Paths

Summer is the perfect time of year to enjoy hiking and other outdoor activities. If you love being outdoors and want the convenience of having a hiking trail right in your backyard, look no further. These eight homes all include access to trails or private trails of their own right within the property, making them ideal for anyone who prefers to spend time outdoors.

[View The Full Article](#)

## On Peter's Mind



## **Take Action, Get Results.**

Copy + Paste these to print out and have on your desk.

- Invest in your business.
- Show up in your community, openings, events, and charities.
- Host Open Houses as often as possible.
- Stay in the basics, not get back to the basics.
- Return every call no matter what.
- Have a daily, weekly, and monthly plan.
- Activity leads to results.
- Focus on relationships, and the transactions will follow.
- Stick with the fundamentals.
- Don't get distracted by the things you can't control.
- Reach out to your sphere regularly.
- Have a plan and go all in.
- Keep it simple.
- Get out there and get into action.
- Let everyone know what you do.
- Don't look back and get down.
- Look forward and be intentional.
- Don't overcomplicate it.

## **Featured Listing**



## Red Mountain Retreat

Located on the front row of the Ridge of Red Mountain neighborhood, at the end of a quiet street, this property features an expansive great room, floor-to-ceiling windows, 30-foot vaulted ceilings, exposed beams, and remarkable views of downtown Aspen, all four ski mountains, Pyramid Peak, and Mount Sopris.

**46 Ridge Place | Aspen, Colorado | \$27,500,000**

*Listing: Ashley Ernst*

[Explore The Property](#)

**Douglas Elliman Podcasts**



Douglas Elliman

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**Marketing & Branding**





We've rounded up some of the best practices for creating a Facebook ad to help you attract more clients and get more leads!

### Use Less Text

Make Facebook ads more effective by using less text. Social media users don't usually read long explanations, so keep them short and relevant. Make sure to add a call-to-action, encouraging clicks or website visits.

### Add Motion To Your Ads

You can use videos, GIFs, or animations to show off your products or services and get people interested. Even if you're using a static ad, you can make it more engaging by turning it into a carousel or slideshow. This will increase the chances of people clicking on your ad and checking out what you have to offer.



### Add Subtitles To Video Ads

Using subtitles in Facebook video ads is a simple yet effective way to make your content accessible to a wider audience. Subtitles make your content accessible to people who don't want to watch videos with sound, as well as non-native speakers. This also allows people in public places to view and engage with your ad more conveniently.

### Choose Colors Wisely

The background of your ad is crucial. Avoid using white, as most users view content on mobile devices, and scrolling through a white background makes it difficult for your brand to stand out. Instead, choose vivid colors to make your brand recognizable and attract users to click







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[See My Bio and Listings](#)



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