



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:**  
Historical Interest Rates



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### **‘The Real Deal’ Ranks Douglas Elliman the Top-Selling Brokerage in the Hamptons**

Douglas Elliman Realty ranked as the leading real estate brokerage in the Hamptons market, according to The Real Deal. Based on the publication’s analysis of listings and sales data from April 20, 2022, to April 20, 2023, Douglas Elliman recorded \$2.01 billion in total sales volume across 771 deals.

While “interest rates, compounded with the possibility of a recession and declining consumer confidence” caused downward pressure on the market, The Real Deal notes that the top 15 brokerages logged a combined sales volume of \$10.6 billion, with the top five brokerages each topping \$1 billion.

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## **"The Filthy 50"**

**50 Box Jumps**

**50 Jumping Pulls-Ups**

**50 KB Swings**

**50 Walking Lunges**

**50 Knees to Elbows**

**50 Push Press**

**50 Superman Ext**

**50 WB Shots**

**50 Burpees**

**50 Double Unders**

The CrossFit workout above, 'The Filthy 50', can seem daunting and overwhelming. The mere sight of it could cause you to take the day off from the gym. Life is the same way with its daily, weekly, monthly, and yearly challenges. It can cause us to give up before we start. When I saw this workout posted the night before, it took every bit of discipline I had to show up. This workout is called a chipper, and as the name suggests, you have to just start chipping away at it until you are done. Starting with the box jumps, I think one jump at a time and take that philosophy throughout the workout. That is how I often approach life or a difficult project. Inch by inch, I just keep moving forward.

**Featured Listing**



## Promontory Pointe

Sitting at the highest elevation in Vegas, this stunning property in The Pointe offers the prime location within the exclusive community of The Ridges. With approx. 14,918sf of meticulously designed space, this home takes full advantage of the unobstructed views of the Strip, City, and Mountains, offering multiple indoor/outdoor living options.

**5 Promontory Pointe Lane | Las Vegas, Nevada | \$50,000/mo**

*Listing: Carlynn Mazon*

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**Marketing & Branding**





Ever wondered how those Instagram videos blow up overnight?  
Here are some tips to make your videos a hit!

### The Hook

Capture viewers' attention in the first three seconds with an intriguing question, statement, humor, or relevant visual. Use striking images or video clips to further engage your audience. Tell a story, add humor, and use high-quality visuals and sound to make your content more engaging and informative.

### Go Mobile-Friendly

Shoot vertically for a seamless mobile experience. Add sound and captions to make your content more accessible and engaging. If doing a horizontal video is necessary, make sure to add a reminder to tilt the screen through the video's intro or post caption.



### Timing is Everything

It is not just about the quality of the content, but also the timing of their release. Posting at the right time helps increase post engagement, including likes and comments. Use insights to find out when your audience is most active on the platform and plan your video releases accordingly.

### Consistency Counts

To strengthen your online identity and gain favor from the Instagram algorithm, it's important to post videos on a consistent basis. However, make sure that these videos reflect your brand's message and values, as this will help foster brand loyalty. To achieve optimal results, create a content calendar and





stick to it.



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[See My Bio and Listings](#)



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