



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:
Start Where You Are



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Douglas Elliman|Knight Frank Report: Art Again Tops 2023 Luxury Investment Index in Q2

The Knight Frank Luxury Investment Index (KFLII), which tracks a weighted basket of 10 collectibles, rose by 7% in the 12 months to the end of June 2023.

This was a creditable performance compared with houses in Prime Central London, down 1% over the same period; the FTSE 100 index of equities, which rose by 5%; and gold which was up in value by just 1%. But it was the weakest annual performance by KFLII since Q2 2021, proving that even tangible assets are not immune to market uncertainty.

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Harvard Study on Happiness

"I will be happy when this happens..."

But then what happens? Happiness becomes a constantly moving target with the net result of never being happy. Happiness is not necessarily a product of genes and circumstances. It can, and should be, developed.

Contrary to what you might think, it's not career achievement, money, exercise, or a healthy diet. The most consistent finding we've learned through 85 years of study is: Positive relationships keep us happier, and healthier, and help us live longer. Period. The top 10% of optimists sell more, produce more, create more, and are happier.

Wrap your head around gratitude. Your brain scans for things you are grateful for. It is a great way to start the day. Your brain will look forward to it! What seems paltry turns out to be a lifesaver.

Walking with family or friends creates happiness (discovered during the pandemic). Small things that are done continually create long-term effects! Happiness comes from having structure and discipline in your life.

Write a small positive email or text to someone every day. This is huge. Your brain sees a positive ecosystem around you. Happiness is the secret to long lives and health.

President Lincoln said it best, "Most folks are as happy as they make up their minds to be."

Featured Listing



Timeless Architectural

Sitting on a quiet, tree-lined street, this custom architectural home is the perfect combination of high style, views, and tranquility. Bright and airy, the home features an entertainer's open floorplan with wood-beamed soaring ceilings, walls of windows, skylights, and glass sliders that open to a beautiful backyard with lush landscaping, outdoor kitchen, hot tub, fire pit, and more.

[7607 Flight Avenue | Los Angeles, California](#) | **\$\$\$3,695,000**

Listing: David Flate

[Explore The Property](#)

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Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

TIKTOK METRICS

FIVE ESSENTIAL KPIS FOR MEASURING SUCCESS ON TIKTOK

The way TikTok works is all thanks to its algorithm, which determines the videos that appear on your feed. To succeed on TikTok, keep in mind these five key metrics for measuring success on the platform.

Video Views

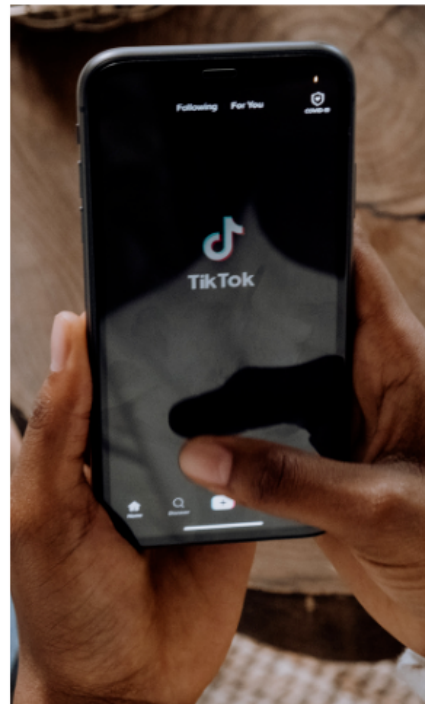
Track your video views to identify top-performing content. Experiment with diverse content and focus on what works to further boost the total number of your video views.

Engagement

Calculate your engagement rate so you can gain valuable insights about the effectiveness of your strategy, and make adjustments as needed to improve your overall performance.

Profile Views

Profile views are crucial for analyzing brand interest. It shows the number of people who liked your video and visited your profile to know more about your brand on the platform.

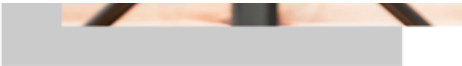


Average Playback Time

Compare the average time viewers spend watching each of your videos to the total video. This shows how much of your content is capturing viewers' attention. The longer they watch, the more engaged they are.

Views Overtime

Track your video performance, especially over the last 7 days. Identify the most viewed videos during this period to gain insight into what is currently capturing



viewers' attention and driving engagement.



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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