

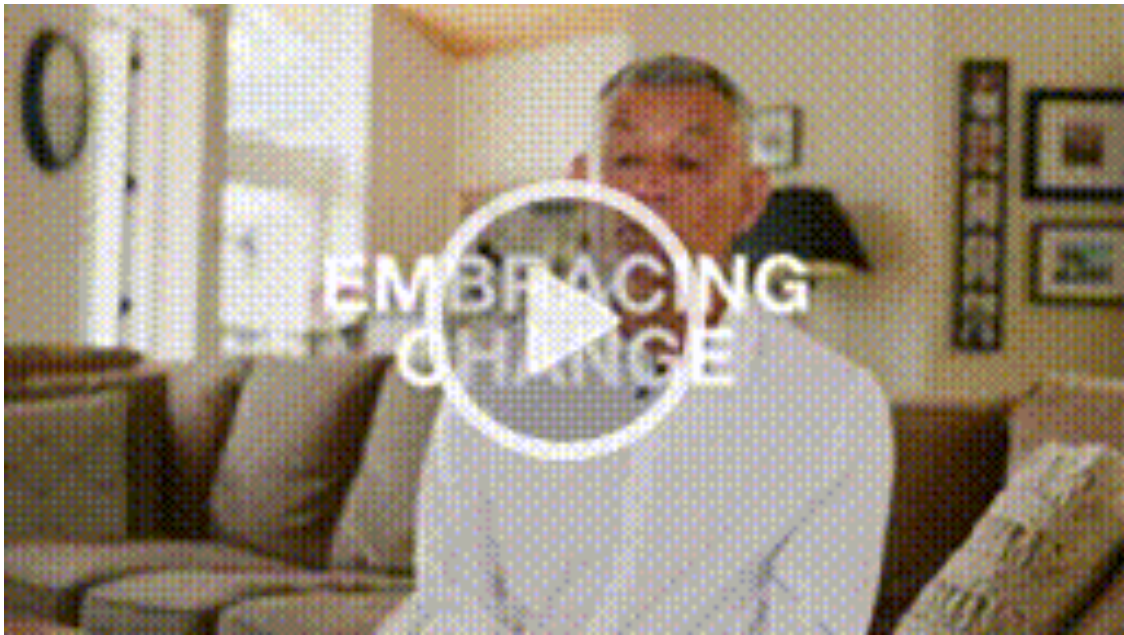


The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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



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Featured Article



Knight Frank's U.S. Private Office at Douglas Elliman Tops \$250M in Global Deals

The U.S. Private Office of the London-based real estate company Knight Frank announced that—together with its U.S. residential partner, Douglas Elliman—it has transacted on over \$250 million in global deals since its inception in December 2021. Headquartered in New York and led by Hugh Dixon, Knight Frank's U.S. Private Office is a key hub for the company's ultra-high-net-worth advisory service, which provides private clients and family offices with personalized real estate service globally.

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On Peter's Mind



Stop Waiting For Something to Happen

In today's market, we need to be on the offensive, not the defensive.

We need to attack the market. Salesmanship requires putting out massive energy. Sales is not about waiting for something to happen but taking full responsibility to make things happen. This is an eat-what-you-kill business, and I would not expect anyone to give you anything. Creating and completing tasks is essential for success.

1. Determine the desired outcome.
2. Reverse engineer everything you must do to make it happen.
3. Schedule the required activities and execute them.
4. Keep the pressure on through consistent execution even if you have offers and lots of activity. Don't allow anything to slow your momentum.

Nothing in sales is guaranteed, and the job is never finished. The old saying "we are only as good as our last sale" still rings true.

Featured Listing



Modern Luxury

Discover a masterpiece of modern luxury living in this newly constructed architectural gem. The warmth of sandblasted travertine and Roman clay walls is complemented by natural oak accents, creating a modern, yet inviting atmosphere throughout. The large Fleetwood sliding glass doors in every room allow an abundance of natural light to flood the interiors, blurring the boundaries between inside and out, and the breathtaking views of incredible vistas of the city and sea take center stage from all angles.

1741 Correa Way | Brentwood, California | \$29,500,000

Listing: Mark Kitching

[Explore The Property](#)

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Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

SOCIAL PROOF

MAXIMIZE SOCIAL PROOF'S IMPACT ON YOUR SOCIAL MEDIA STRATEGY

Social proof builds trust and credibility with potential customers by showing evidence of your product or service's value through satisfied customers. Incorporate it into your marketing strategy with these tips!

Engage for Feedback

Initiate proactive customer outreach for feedback. Offering rewards like exclusive content or discounts can create a mutually beneficial scenario where customers feel appreciated and incentivized to provide feedback, leading to higher satisfaction and loyalty.

Nurture Connections

Regularly connecting with your audience is crucial for building strong relationships. Engage with them, listen to feedback, and take their opinions into account. This will help gain their trust, encourage them to talk about you on social media, and possibly refer you to their family and friends.



Showcase Achievements

Share testimonials, five-star reviews, and awards on social media to build trust with potential customers, attract new ones, and set your brand apart from competitors.

Quality Over Quantity

Effectively promoting your brand requires emphasizing the strongest social proof available. Instead of including multiple reviews and media coverage, highlight your brand's unique value proposition and strengths to stand out.



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[See My Bio and Listings](#)

