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Subject: The Core Truth Weekly



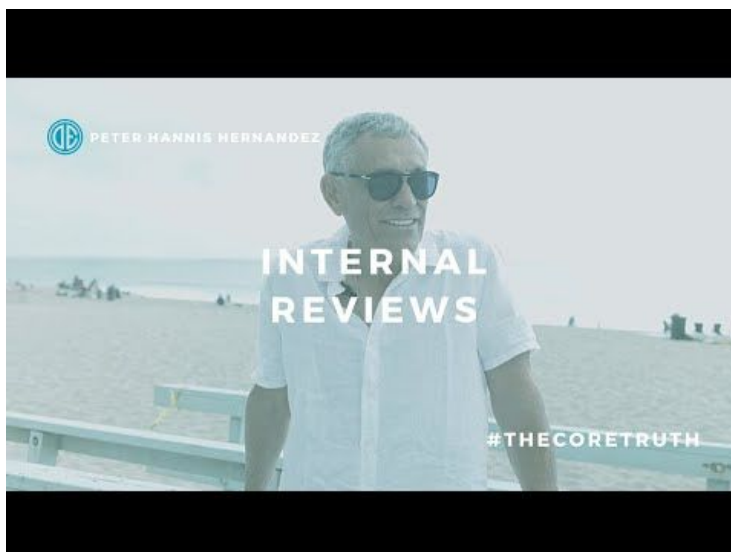
The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find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

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## #THECORETRUTH: Internal Reviews



## Featured Article



### The Wealth Report 2023: Elliman Chairman Touts NYC as World's Leading Second-Home Market

Douglas Elliman Executive Chairman Howard M. Lorber expressed unqualified devotion to his hometown at a recent discussion of The Wealth Report, the compendium of data and insights on luxury investment trends published annually by Douglas Elliman and Knight Frank.

Speaking with Wall Street Journal real estate reporter Katherine Clarke for a March 27 event at 583 Park Avenue, the Bronx-born Lorber said, "I'm very bullish on New York. I believe that New York City is going to be the number one second-home market to the world."

[View Full Article](#)

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## On Peter's Mind



## Love What You Do

I have been licensed for over 50 years and love what I do. I think to thrive in this business, it's critical to love this industry. Once you achieve that sense of enjoyment and fulfillment, it doesn't feel like work.

I have always thought of it as a lifestyle. As unpredictable as the hours are and the volume of work required, the actual practice of real estate weaves in and out of everything I do. I like every part of it. Sales are particularly fun. The art of selling and the feeling I get from a successful closing is still a rush. For wealth creation, investment in real estate has never let me down and has provided financial security for me and my family. And, of course, I love the intrinsic basics like good architecture and interior design. If I were to choose one thing that has made this profession so enjoyable, it would be the people. I have made so many friends over the years, and I've learned something from everyone. Yes, it's this crazy tribe of people called Realtors that have made this journey so wonderful and so much fun.

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## Featured Listing



532 Neptune Ave Encinitas, CA 92024

\$17,995,000 | 5 BR, 6 BA | Approx. SF: 6,329 | Acreage: 0.42

Perched on a 74-foot promontory with explosive panoramic ocean views, Crescent House is a one-of-a-kind architectural masterpiece. This unique, trophy property was created by three-time Architectural Digest Top 100 designer and visionary, Wallace E. Cunningham. Prominently featured in Architectural Digest Magazine in April 2005 and recently in the Season 3 premiere episode of HBO's Westworld, this property exemplifies a work of art.

Listed: Joshua Altman (DRE# 01764587) and Matthew Altman (DRE# 01874316)

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Douglas Elliman

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## Marketing & Branding



Here's how to design and identify your personal brand, generate leads, and close more deals than ever before!

### Create An Unforgettable Personal Brand

Understand your unique value proposition and what sets you apart. Create a brand message that appeals to your target audience and highlights your expertise in real estate. Use Instagram's branding features, such as highlights and bio, to showcase your value proposition as a real estate agent.



### Boosting Posts vs. Meta Ads Manager

Boosting posts is a simple way to increase visibility, but it may not generate many leads. Meta Ads Manager offers more precise advertising, resulting in higher conversion rates and ROI.

### How to Qualify & Nurture Leads

To convert leads into clients, qualify and nurture them by understanding their needs and building trust with targeted lead magnets such as free guides or webinars. Use email marketing and social media to nurture leads over time.



### How to Get Leads Daily

Consistent lead generation is vital for success in real estate. Agents can leverage paid ads to avoid spending time searching for leads on social media. By utilizing paid ads, agents can attract leads on a daily basis.





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