



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 About The Buyer Interview



Featured Article



Elliman's Patricia Vance Helps Buyer Snag Aman New York Penthouse in Record Deal

The penthouse on the 20th floor of the iconic Crown Building on Fifth Avenue has sold for \$74 million, marking the biggest residential real estate deal of 2022 thus far. The buyer was represented by Douglas Elliman's Patricia Vance. Located in the Aman New York hotel and residences (set to open in August), the 6,791-square-foot...

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Douglas Elliman Launches Elliman Showroom

Douglas Elliman Realty announced today the launch of Elliman Showroom, a complimentary personal assistant platform that will guide home-buyers through a high-touch and streamlined move-in process. Powered by MoveEasy, a portfolio company of Douglas Elliman Inc's PropTech investment division, New Valley Ventures, Elliman Showroom combines personal assistant services with a dashboard of recommended vendors to...

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On Peter's Mind



The market is not changing. It *has* changed and everyone has to pivot.

- It's time to grow. This is when smart businesses leapfrog their competitors.
- It's time to stand out when everyone is pulling back. Double down on your marketing.
- It's time to re-evaluate your service offering and value proposition. You need a new business plan.
- It's time to work harder. I am sorry but nobody forced you to become an entrepreneur.
- It's time to think positive and look for opportunity. Figure out how to discipline your mind.

Marketing & Branding

INSTAGRAM PROFILE

GUIDE FOR REAL ESTATE AGENTS

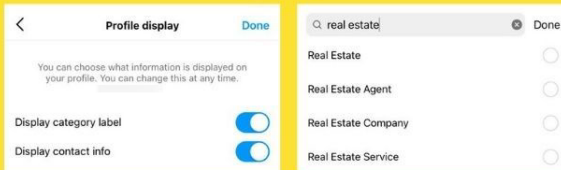
HOW TO OPTIMIZE YOUR INSTAGRAM PROFILE

Your profile setup is your first impression. It will affect any campaigns or run and all marketing you do on Instagram. Use the below directions to help ensure your first impression converts!

Username

Choose a short username, ideally under about 10 characters. You can use your first name (or last or just first), your city, "realestate" "property" or "homes", as well as abbreviations and "." or "_".

Profile Category



This is only applicable to Business Accounts, which we recommend your account be setup as.

URL

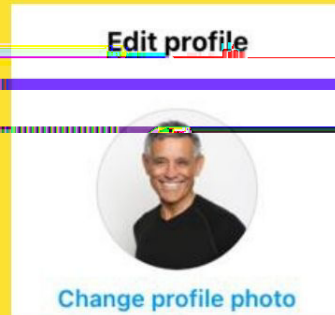
Add a URL link to your: website, other social media channels, a listing page you'd like to promote, or a link-landing page (which is a website that can include several links to your social media channels and more). Examples include the website linktr.ee.

Biography

Make sure you use correct grammar and add:

- Areas you service
- Types of properties or clients you serve
- A call-to-action (ex. "Message me to discuss your goals.")

Profile Photo



Choose a nice headshot-distance photo of you that clearly shows your face. You could use a professional headshot or other, just make sure that the photo is high quality & professional.

Highlights



Save your best stories as highlights. Recommended categories include Lifestyle, any of your hobbies, and any of your featured listings.





Peter Hannis Hernandez
President, Western Region

M 310.990.5905

O 310.595.3888

peter.hernandez@elliman.com

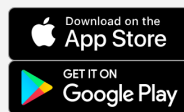
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[See My Bio and Listings](#)



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Sonny Amini
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