

From: Peter Hannis Hernandez
Sent: Thu, 13 Apr 2023 18:02:20 +0000
To: sonny@fiume.io
Subject: The Core Truth Weekly



#TheCoreTruth
**with Peter
Hernandez**

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:
Prospecting Is Funny



Featured Article



Earth-Friendly Innovations in New Development Properties

In honor of Earth Month, Douglas Elliman Development Marketing is celebrating properties with earth-friendly design. From LEED certification, abundant green space, biophilia or EV charging, there are now a multitude of ways to create a planet-first lifestyle.

[View Full
Article](#)

On Peter's Mind



If You Want It, Earn It.

Pop culture suggests if we desire it, we will get it. Or if we use affirmations, it will manifest. You must have the desire and affirm those desires on a daily basis, but that is definitely not all it takes. That is just the beginning. We are in a “deserve it” universe, not a “desire it” universe. For something to manifest, it takes more than thought, vision, or desire. If we work relentlessly for it, then and only then do we deserve it. If we work hard for it, then and only then we will get it. I am afraid social media has propagated unrealistic expectations dismissing old-fashioned tried and true virtues creating a fast food culture and the need for instant gratification, which has become nothing more than a boulevard of broken dreams. The bottom line is we reap what we sew. The more seeds we plant and the more care we give our crops, the more the harvest grows. These aren’t just old ideas, these are the laws of the universe. The business is tough enough when the market is good and even tougher when it is not. Agents who are willing to do the work and are willing to outwork everyone will be rewarded. Discipline and focused effort will win the day. The other old saying, “When the going gets tough, the tough get going”, is as true today as it was 1000 years ago.

Featured Listing



730 Palms Boulevard, Venice, CA 90291

\$5,595,000 | 3 BR, 3 BA | Approx. 3,116sf | Acreage: 0.12

Venice Architectural

Designed by Marmol-Radziner, this magnificent custom-built property blends world-class-resort-caliber luxury and high-end finishes with warm and alluring design that enhances the verdant natural setting. Walls of glass open to create a sprawling open floor plan that seamlessly flows from the tasteful interiors to the relaxing, lushly landscaped grounds.

Listing: Juliette Hohnen (DRE# 01772623)

[View Full Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

Don't miss out on any of the daily episodes!
Check us out on Soundcloud, Spotify, or Apple Podcasts



Marketing & Branding



Storytelling is powerful in marketing because enables you to create an emotional connection with your followers and establish trust and credibility with them.

Start with Your Brand Story

When sharing your brand story, consider what makes you unique, what motivates you, and what inspired you to become a real estate agent. Your brand story should be authentic, engaging, and communicate your values, experience, and passion for real estate.

Tell Stories That Resonate

Use storytelling to relate to potential buyers by sharing stories on how you helped clients find their dream homes or overcame a challenge during a transaction. This helps build a stronger connection with your followers, showing that you understand their pain points and can guide them through the process with ease.



Mix Personal and Business

Don't make your social media content all business. Share personal stories about your interests, hobbies, and passions. This makes you more relatable to your audience, and they'll see the human behind the brand. Show your day-to-day activities as a real estate agent, such as visiting properties, meeting with clients, attending events, etc. Sharing your experiences will show your audience what it's like to be an agent and build trust in the process.



Peter Hannis Hernandez
President, Western Region

O (310) 595-3888 | M (310) 990-5905

DRE# 00411943

peter.hernandez@elliman.com

[See My Bio and Listings](#)



150 EL CAMINO DRIVE, BEVERLY HILLS, CA 90212. 310.595.3888 © 2022 DOUGLAS ELLIMAN REAL ESTATE. ALL MATERIAL PRESENTED HEREIN IS INTENDED FOR INFORMATION PURPOSES ONLY. WHILE THIS INFORMATION IS BELIEVED TO BE CORRECT, IT IS REPRESENTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL WITHOUT NOTICE. ALL PROPERTY INFORMATION, INCLUDING, BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, NUMBER OF BEDROOMS AND THE SCHOOL DISTRICT IN PROPERTY LISTINGS SHOULD BE VERIFIED BY YOUR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER REAL ESTATE BROKER, PLEASE DISREGARD THIS OFFER. IT IS NOT OUR INTENTION TO SOLICIT THE OFFERINGS OF OTHER REAL ESTATE BROKERS. WE COOPERATE WITH THEM FULLY. EQUAL HOUSING OPPORTUNITY. 🏡

Rechat[®] 2022, All Rights Reserved. [MLS[®] Terms](#), If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat**.