



## #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.**

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**#THECORETRUTH:**

New Agents



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Featured Article



### **Inman Names Howard M. Lorber, Scott Durkin to Its 2023 List of Real Estate Power Players**

Howard M. Lorber, Executive Chairman of Douglas Elliman Realty, and Scott Durkin, Chief Executive Officer of Douglas Elliman Realty, are among the 121 real estate industry leaders named to the inaugural Inman Power Players list, announced today by the industry publication. Compiled by Inman's editorial team, the list recognizes the most influential professionals in residential real estate, mortgage, finance, and technology, from executives and founders to innovators and visionaries, each of whom is playing a key role in shaping the industry's future. The unveiling of the list is also the first of a series of new and expanded awards and recognitions from Inman.

[Read the Full Article](#)

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**On Peter's Mind**



## California's Future Is Bright

California bashing has been pretty prevalent in the news lately, so I thought I would counter with some positive stats:

According to the PPIC article "[Who's Leaving California—and Who's Moving In?](#)", roughly 5.8 million people have moved to California since 2010. People who move to California are different from those who move out. Those who move here are more likely to be working age, employed, and earn high wages—and are less likely to be in poverty—than those who move away.

California's population and economy also rank on a national and international scale. California has the highest population of any state in the United States and more residents than 21 of the smallest states plus Washington, D.C. combined. California has more than one million millionaires and the highest density of billionaires in the world in San Francisco per Cal Matter's "[California Migration: the story of 40 million](#)" article. With a \$3.63 trillion economy, the State of California is the largest sub-national economy globally and the fifth-largest economy in the world\*. In my opinion, the opportunity to make money outweighs the cons of the higher taxes.

If that is not enough, the weather is pretty incredible.

\*Data sourced [here](#) regarding economy dollar amount and global ranking

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## Featured Listing



1180 Dale Avenue Aspen, CO 81611

\$8,250,000 | 2 BR, 3 BA | Approx. 2,100sf | Approx. 1 Acre Lot | Web ID# 177961

Enjoy all Aspen has to offer from this beautifully furnished single-family home designed by BOTO Architects of California. This contemporary home is within a short distance of the downtown core and Smuggler hiking trails. Sounds of the river float through the house from the nearby Roaring Fork River, adding to the zen energy of this modern, gated, and private home.

*Listing: Raifia Bass and Wendy Wogan*

[See Full  
Listing](#)

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## Douglas Elliman Podcasts



Douglas Elliman 

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## Marketing & Branding



Guide for Real Estate Agents

# ARTIFICIAL INTELLIGENCE

FOR YOUR MARKETING

With the buzz around the tool ChatGPT, everybody in real estate is wondering how can we use this AI tool to help real estate agents succeed. Here are a few ways!

## Copywriting

Although we highly recommend using artificial intelligence tools only as a first step to help overcome writer's block, then editing and enhancing the copywrite it generates, you can use ChatGPT to help you with your:

- Property Listing Descriptions
- Email Newsletters
- Social Media Captions
- Blog Posts
- Sales Letters
- Thank You Notes/Letters
- Social Video Scripts
- Community or City Guides
- Direct Marketing Copywrite



## Marketing Ideas

To help you stay creative and stay posting fresh content, ask ChatGPT to provide you with new ideas! For example, you can request "Give me marketing video ideas for real estate agents."



## General Advice

If you're looking for some inspiration, you can ask ChatGPT to share input on anything on your plate and get some ideas! Similar to Google, you can access tons of information to help with the task at hand or even overarching career decisions. Just make sure to also consult trusted human advisors on the more important decisions! For example: "How can a real estate agent generate more leads on social media?" or "What are 10 traditional marketing methods a real estate agent can use?"







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[See My Bio and Listings](#)



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President | Fiume



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