



#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:

Bad Days



Featured Article



New Listings in Aspen Are Up. Here Are 5 on the Market Right Now

New data point to signs of a thaw in the Aspen real estate market. According to the Colorado edition of recently published EllimanReport, newly signed contracts in Aspen “rose month over month for the first time in three months,” while “new listings expanded for the past two months” after “an extended period of declining supply.”

With Aspen Gay Ski Week in full splendor for its 46th year (and once again counting Douglas Elliman as a sponsor), we’ve compiled a round-up of Aspen properties currently on the market.

[Read the Full Article](#)

On Peter's Mind



Consistency Is More Important Than Perfection

Prospecting is funny.

One day I was out door knocking for hours. I was discouraged, and the results were nil. When I returned to the office, I listened to my voicemails, and lo and behold, a potential seller had left me a message unrelated to my door-knocking efforts. Or was it? The universal law of prospecting is if you put in the work, the results will come, but maybe not as a direct result of the activity performed, as was often the case for me. Once I had been mailing to my farm for six months with zero results. One day I was standing in line at the dry cleaners when the person from behind me asked if I was Peter Hernandez. He had received my latest postcard and asked if I would come by to give him an evaluation of his home. It turned into a \$2.7M listing.

You never know when or where a lead will come from. The results are often indirect. Here is what I do know; consistent prospecting equals a consistent business.

Featured Listing



2920 Lazy Lane Boulevard Houston, TX 77019

\$25,000,000 | 5 BR, 10 BA | Approx. 17,405sf | Web ID# 94632073

This colossal estate on over four and a half acres in the exclusive Homewoods enclave, the crown jewel of prestigious River Oaks, is a once-in-a-generation offering. Adagio is a masterful collaboration with world-renowned Robert AM Stern architects that elegantly balances grandeur and intimacy. Elements of classic Italian design and baroque details are highlighted with an emphasis on life outdoors through the many gardens and terraces perched high above the Bayou River.

Listing: Mark Menendez

[See Full
Listing](#)

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Marketing & Branding



Guide for Real Estate Agents

HOW TO BOOST POSTS ON INSTAGRAM

So you can boost your Instagram posts to reach more people in your geo-farm, but are you doing it correctly? Use the tips below for a successful strategy.

The Strategy

For lower-end budgets (\$200-\$500 per month) where you're posting 3-5 times per week:

- Boost each post you publish
- Duration: 3-5 days each
- Budget: \$5-\$10 per day, per post
- Goal: Profile Visits

Budget or ad spend allocation can vary for more exposure on specific posts (ex. a listing or an open house). For higher ad budgets, it's best to work with a professional to maximize your results.



The Content

To improve your results, you may spend more on Boosting posts with *better content*. What's *better content*? This can be your posts with the highest reach or engagement or posts that provide the most value to your target market. Some tips:

- 10-20 sec. videos are best
- Videos with you in them are best
- Add subtitles for muted devices
- Ensure good lighting on the content
- Grab attention in the first 2-3 sec.

The Target

- Age: Select your target age
- Location: Select your geo-farm
- Special Requirement: In most cases you'll be required to select the 'Housing' requirement

Key Performance Indicators

What metrics matter? The below insights are available in your Instagram app & are the ones you should keep an eye on:

- Reach: How many accounts you've reached through your Boosted post
- Content Interactions: How many actions have been made on your Boosted post
- Profile Activity: How many people visited your profile or clicked your profile's website link (in bio) through your Boosted post
- Cost per Profile Visit
- Follows generated by your Boosted post





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[See My Bio and Listings](#)



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