



#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:

Market Share



Featured Article



Douglas Elliman Welcomes Orange County Powerhouse John Stanaland Group

Douglas Elliman Realty announced today that top-producing Orange County agent team, The John Stanaland Group has joined the firm. A fifth-generation real estate professional, Stanaland and his eleven-member team will be based out of Elliman's Newport Beach office.

[Read the Full Article](#)

On Peter's Mind



Quid Pro Quo

Elliman agents have wanted the ability to market their listings or communicate buyer needs to other agents' emails within the Douglas Elliman network. We promise our sellers and buyers we can do this and tap into our expansive agent network. Yet, these same Elliman agents complain they are receiving too many emails and adjust their settings to block them. These two positions are diametrically opposed. How can you possibly achieve both if everyone wants to send emails and yet, refuses to receive them? You can't! Receiving too many emails should always be the default. The ability to market to our colleagues around the country is a massive value proposition. While we all receive too many emails, hitting the delete button or editing your emails in bulk is pretty painless. I personally would rather have the information and have the ability to choose what and what not to read rather than miss an opportunity. Your next sale could be one e-blast away.

Featured Listing



6 Bright Hollow Court Las Vegas, NV 89135

\$10,995,000 | 6 BR, 9 BA | Approx. 10,941sf | Approx. 0.57 Acre Lot

Sophisticated, sumptuous, and sleek, this contemporary luxury residence in the upscale and highly sought-after “The Ridges” in Summerlin offers every desired amenity in a palatial estate with unforgettable strip views. Enjoy the outdoor oasis with its sparkling pool and spa, outdoor kitchen, multiple seating areas, built-in cabana, and fire pit. This gorgeous house is ideally positioned on over a half acre, near golf courses, trails, excellent dining, and shopping.

Listing: Ariana Gaffoglio (DRE# 01904201) and Zac Dweck (DRE# 02104129)

[See 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



Guide for Real Estate Agents

LEAD MAGNETS

WHAT THEY ARE & HOW TO USE

Lead magnets provide value to prospects to encourage an interaction with you usually in exchange for a specific action, like sharing their contact info.

Types of Lead Magnet

- Market Update/Analysis
- Buyer's Guide
- Seller's Guide
- Free Home Evaluation
- List of homes under \$X
- Community Guides
- House Hunting Checklist

Where to Offer Lead Magnets

- Your Website
- Your Social Media
- Your Paid Ads
- Your e-Newsletter



How to Use?

Lead magnets can be offered consistently (for ex. on your website) or can be seasonal or for a limited-time (ex. market updates or paid ad offers). Offer different lead magnets on different channels and track your results to determine what works best for you. You can also hire an expert to help you achieve your goals.

What's In It For You?

Your lead magnets should ask for an action from the receiver in order to be allowed to receive your lead magnet.

This can be:

- Their Contact Info
- Their Follow (on Social Media)
- Reposting a Post Of Yours
- Subscribing to Your Newsletter

Real estate's
best kept secret.

www.buzzyagents.com



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 DOUGLASELLIMAN 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.**