



#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:**

Be a Consultant



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Featured Article



## **Douglas Elliman Expands to Wellesley, MA, and Welcomes The Joni Shore Group**

Douglas Elliman Realty announced today that it has opened a new office in Wellesley, Mass., at 40 Central Street. The new office is the brokerage's fourth in the state, following on the heels of the firm's arrival to Boston's iconic Newbury Street. As part of this expansion in the region, Douglas Elliman welcomes The Joni Shore Group, led by Joni Shore with support from a team that includes her son, Jon Shore, Morgan Guthrie, Stacy Rubin and Douglas Nahigian.

"We could not be more thrilled to further expand our presence in Massachusetts," says Scott Durkin, Chief Executive Officer at Douglas Elliman Realty. "Wellesley is an important market for us as our agents continuously help clients buy and sell properties throughout the Greater Boston area. We look forward to sharing in the future success of The Joni Shore Group."

[\*\*Read the Full Article\*\*](#)

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## On Peter's Mind



### **Be A Business Person, Not A Salesperson.**

The Death of A Salesman, by Arthur Miller, describes the hopeless life of a salesperson. The day-to-day drudgery of asking the same old question of when, where, and how I was going to make a sale. That was me for the first ten years in the business. I had maxed out my credit cards living in a small single on Anchorage St. in Marina Del Rey with a hot plate in the bathroom on an alley behind restaurants. The smell of the garbage bins filled with trash greeted me every morning as I lived the life of Willy Loman. It wasn't fun. It was hand-to-mouth, and I was not getting ahead. My life was full of worry and anxiety. The duration between deals was too long and I was not making ends meet. There is a saying things change when you get sick and tired of being sick and tired. That is when I transitioned from salesperson to business owner. To me, this means I needed a business that is repeatable, scalable, and profitable. It meant discipline, systems, and support. It required a plan, resources, and execution. I hired a coach and an assistant. I bought a new computer and a car and clothes that fit the position. But more than the window dressings, I needed a vision that was beyond making a sale or paying the bills. I needed huge, inspiring goals. How did I do it? After my first year of moderate success, I went to the bank and secured a personal line of credit. I know most wouldn't consider that to be an option, but I was committed. I wanted it, and I wanted it badly. It was bold for someone my age, but it all worked out. I paid off my line in less than a year. I never looked back, and I never used that line of credit again.



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## Featured Listing



831 Stone Canyon Road Los Angeles, CA 90077

\$25,500,000 | 6 BR, 9 BA | Approx. 8,445sf | Acreage: 1.01

Just two houses from the Hotel Bel-Air, this home showcases style and sophistication with renovations by renowned architect John Elgin Woolf. The impeccably pedigreed Hollywood Regency-style home neatly encapsulates the best of Woolf's work—a dramatic oversized entry, black lacquered double front doors, oval-shaped windows, and gracious symmetry, all beneath a mansard roof. The exceptionally private home is well-suited for effortless indoor/outdoor entertaining on a grand or intimate scale.

*Listing: Andrew Beyer (DRE# 02154558)*

See Full  
Listing

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# Douglas Elliman

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## Marketing & Branding



Guide for Real Estate Agents

# PROPERTY WEBSITES

TO FEATURE YOUR LISTING ONLINE

As a real estate agent, you're responsible for the success of your listings & that requires launching each listing with a strong, effective strategy. That's where listing websites come in handy...

## Why 'Property Websites'?

- Your main website should be all about you & what you offer while...
- Your property website allows interested parties to fully focus on the property which is ideal for the marketing & sale of the property
- Property websites help you *capture leads*
- Plus, your clients will appreciate the *extra attention* you will offer their property



## Branded Domain Name

One of the key elements that a property website should have is that it should be branded to the listing's address. For example: [www.123mainst.com](http://www.123mainst.com)



## Content

As with any website, your property website must have a user-friendly & attractive design, as well as photos & video of your listing. Let prospects get a full tour of your listing on your website. In addition, include yourself in photos or videos to provide a trusted face to the property and increase the website's conversion rate.

## Lead Capture

The end goal of your property website is to capture the contact information of any prospects to be able to follow-up with them and hopefully find the ideal buyer for the listing. Make sure to have your contact info, a contact form and multiple buttons for prospects to reach you.





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