



#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: Company Culture



Featured Article



Selling, Surfing and “Social Prospecting” with San Diego’s Greg Kuchan

For any real estate agent, a strong networking game is critical to building and maintaining a clientele. Whether it’s never missing a hot-ticket event, a one-on-one meetup for coffee or a quick catch-up over text, networking can take any number of forms.

For Greg Kuchan, it often involves a wetsuit.

A proponent of what he calls “social prospecting,” the San Diego-based agent for Douglas Elliman approaches networking as an opportunity to meet and spend quality time with people who share his interests.

“I have built my entire business around connecting with people who have curated their life around the activities they enjoy,” Kuchan said. “Coastal San Diego attracts people who don’t live their life around work—they are trying to maximize their lifestyle. I moved here to build a life around surfing, sailing, camping and exploring new opportunities. So, I consistently show up to those activities and build relationships with like-minded people. Eventually, the conversation of work and real estate will arise.”

[Read the Full Article](#)

On Peter's Mind



What's Killing Your Productivity?

Dave Werth and I did a Master's Lab on the top productivity killers. Here were the top 8 we see on a regular basis:

Comparison

Comparing yourself to others is a waste of time. There is always someone prettier, smarter, and more successful. What matters is self-improvement. Constantly taking it to your next level, being the best you can be.

Procrastination

Procrastination is a horrible habit. I notice it stems from either laziness or seeking perfection. There is no excuse for laziness, and seeking perfection is a goal you will never reach. Meg Whitman, the former CEO of eBay, said perfection is the enemy of good enough.

Disorganization

Organization and systems create efficiencies, period. If it is not in your wheelhouse, hire someone to help you. Or, as my mom would say, clean up your mess and make your bed.

Lack of Gratitude

It is scientifically proven that making a daily gratitude list, even if you repeat the same things, will make you happier and more productive. Every day we wake up, we should be grateful.

Cutting Corners

Cutting corners always creates more work. Measure twice and cut once. Looking for a quick fix always leaves you empty. A good old-fashioned work ethic is still the secret to success.

Distraction

Never have we been more distracted. Social Media, the news, and extreme multitasking is reducing your productivity. Plan a time for distractions. Don't let life's distractions control you.

Lack of Self-Care

Self-care is my favorite. With good self-care, you will handle stress and long hours of work better. When you exercise, get rest, and eat healthfully, you will perform better. Meditation, prayer, spending time outdoors, relaxing with family and friends, and indulging in a hobby will make you a better and more interesting person. The question is, why is self-care so far down on most people's lists?

Toxic People

Toxic people have no room in your life. They will sap your energy, occupy your mind and prevent you from spending time with great people.

Featured Listing



11 Montage Way Laguna Beach, CA 92651

\$39,700,000 | 5 BR, 8 BA | Approx. 9,305sf | Approx. 0.34 Acre Lot

Commanding a coveted front-row position at the world-famous Montage Laguna Beach Resort with incredible ocean views, this undeniably impressive contemporary estate defines luxury living. With countless spaces designed for indoor-outdoor living, the custom home boasts huge walls of glass that open the residence to lush landscaping and private outdoor spaces, while an expansive central skylight floods both levels with natural light.

Listing: John Stanaland

See Full
Listing

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Marketing & Branding



Guide for Real Estate Agents

PERSONAL BRAND

HOW TO BUILD A PERSONAL BRAND TO GENERATE MORE LEADS

Are you tired of spending countless hours trying to generate leads? It's time to change things up by building a powerful real estate personal brand. Here are 5 elements every personal brand should include to generate leads automatically.

Mission Statement

It's a statement that demonstrates WHO you serve, WHAT you do, and the RESULTS you produce.

Brand Personality

Write the set of adjectives that describe your brand's personality. This will set the tone of your content, and visual identity.



Core Values

List the core values that you want your brand to be known for. Your core values will guide you through how you do business with your clients - and vice versa

Target Audience

Narrow down your target audience. The more specific, the better. Who are you aiming to serve?

Brand Kit

This is the guideline for your brand's visual identity. It's a quick reference that illustrates the creative style of the logos, colors, and fonts used for your brand.



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[See My Bio and Listings](#)



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