



#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:
Choosing a Partner



Featured Article



Douglas Elliman Reaffirms Commitment to Diversity, Equity and Inclusion with “Agents of Change” Discussion Program

In honor of Black History Month, five members of the Douglas Elliman community participated in a candid, at times emotional conversation about their personal and professional experiences as people of color working in residential real estate.

Held February 21 at 1 Hotel Central Park, the panel discussion was moderated by John Gomes, Co-Founder of The Eklund | Gomes Team, and featured Shakira CoPenny, Executive Manager of Sales at 111 Fifth Avenue, and top agents McKenzie Ryan, Brian Phillips and Randall Dolland.

Scott Durkin, President and CEO of Douglas Elliman Realty, began the program by expressing his hope that “we leave here today more empowered, more empathetic and more determined in bringing greater diversity to our agent body our management and executive teams, our staff and our industry as a whole.”

[Read the Full Article](#)

On Peter's Mind



What Really Makes a Top Producer

Top producers are typically students of human performance. When it comes to personal care, they do not consider it a luxury but something that comes before everything else. Top producers prepare physically and mentally to perform at their best. This is also true for athletes, entertainers, business people, and performers, including real estate agents.

Top producers understand that peak performance demands energy, clear thinking, balanced emotions, and good health. Whenever I'm in a slump or want to go to the next level, I turn or look to myself first. Where am I off physically, mentally, emotionally, or spiritually? I will go for a run. I will read an inspiring book. I look at my diet and sleeping patterns. I examine my emotional health. I will reach out to someone I admire to discuss ideas. I want to know that I am ready and prepared for anything. When I feel good about myself, I perform better at work.

Featured Listing



813 West Smuggler Street, Aspen, CO

\$28,500,000 | 4 BR, 6 BA | Approx. 5,400sf | Web ID# 178053

Designed by award-winning Aspen Architect Rob Sinclair, this newly built home in Aspen's West End neighborhood boasts beautiful, contemporary design elements with bright living spaces. In the spacious living areas and bedrooms, residents will enjoy vaulted ceilings and large picture windows on all exterior walls for year-round views and sunshine.

Listed: Danny Becker and Joshua Saslove

[View Full Listing](#)

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Douglas Elliman

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Marketing & Branding



Guide for Real Estate Agents

WHY & HOW-TO: LINKEDIN

TAKE ADVANTAGE OF THE SOCIAL MEDIA PLATFORM FOR BUSINESS

You may already be an avid Instagrammer or even a big TikTokker - but is LinkedIn worth a try too? We think yes! Here's why & how you can take action on this opportunity...

More posting? But why?!

Here's why!

- Business environment - people are on LinkedIn to do and talk business!
- Targeted, quality networking - find & connect with others based on their positions, industries, companies and interests or find what you have in common, like contacts, schools or past jobs.
- Arguably higher reach & lead generation potential - Hubspot says LinkedIn is 277% more effective than Facebook & Twitter in generating leads.
- It's designed to build credibility & help you become a thought leader.

Who are you?

Your profile is your personal brand! Complete as much of your profile as possible & write a great professional bio that shares your background, passions, & more about your unique self. Focus mostly on business & add in any achievements you've had. Make sure to add a great headshot of you & a nicely designed custom banner.



Connecting...

Don't expect others to reach out - connect with anybody of interest in your target audience. Provide value on your profile with valuable posts & articles and share personalized messages when connecting.

Post and Post Again!

Like all social media, it's important to post valuable content. Here you can focus mostly on business-related topics that are interesting to your audience. Examples include industry insights & updates or strategies that are working in your business.

Engage

Don't become a *scroll-addict*... But do spend at least a couple minutes a day to engage with your connections' posts



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[See My Bio and Listings](#)



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