



#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:**  
Economic Downturns



---

Featured Article



## **The Wealth Report 2023: Art Leads the Knight Frank Luxury Investment Index**

Collectable art led Douglas Elliman and Knight Frank's Luxury Investment Index (KFLII) in 2022, with prices rising by 29% according to this year's edition of The Wealth Report. The KFLII which tracks the value of 10 investments of passion, rose by a healthy 16% during the year, comfortably beating inflation and outperforming the majority of mainstream investment classes, including equities and even gold.

Within the index, which is weighted to reflect the "collectability" of each of its constituents, half of the assets saw double-digit growth in 2022. Classic cars revved up the index, coming in second place to art with prices rising 25% – the strongest finish for nine years. Watches took third place on the KFLII podium in 2022, up 18%.

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

---

**On Peter's Mind**



## **Leverage Open Houses To Build Recognition**

It's a great time to hold an open house. March 20th is the first day of Spring, inventory is picking up, the buyers are out, and we are finally experiencing an upturn in sales. Open houses offer the opportunity to meet buyers and future sellers. It is your stage to prove your professionalism and what separates you from the average agent. Holding an open house is one of the fastest ways to build name recognition in your farm. You aren't going to meet any potential buyers or sellers at the office or your home office, so why not hold an open house?

So how do you find an open house? It's not as simple as an email to the office letting everyone know you are available. Honestly, no one cares. Listing agents are very selective in whom they will assign an open house. The agent that sits at an open house is a reflection of the listing agent and their representative. Therefore they are going to pick someone they know and trust. We recommend that you meet with listing agents in person. Be prepared to share a written copy of your open house strategy on everything you plan to do to market and sell the property before, during, and after the open house. If you don't have a plan, I recommend you work with your manager to develop one from our agent's best practices. Open houses are a working event. There are days of preparation leading up to the actual day and then everything you do following the open house. I can tell you one thing for sure; it is not arriving 5 minutes before the start, putting up a few signs, and hoping for a miracle. If that is your plan, you are wasting everyone's time, especially your own.

---



## Featured Listing



23738 Long Valley Road, Hidden Hills, CA 91302

\$9,795,000 | 6 BR, 9 BA | Approx. 9,376sf | Approx. 1.14 Acre Lot

This beautifully upgraded, traditional-style estate spans approximately 9,376 square feet of luxury living and is nestled on over an acre of flat land. The wonderful grounds are highlighted by a sparkling pool/spa with waterfalls, fenced and full-size sports court, pool cabana with bath, plus loads of flat lawn area, mature fruit and shade trees, lush privacy landscaping, and a circular driveway.

*Listing: Marc Shevin (DRE# 00559629) and Sara Shevin (DRE# 02038247)*

[View 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

# INSTAGRAM GIVEAWAYS

TO INCREASE REACH, ENGAGEMENT, FOLLOWERS AND LEADS

Have you ever seen a giveaway on Instagram? Did you ever consider that you could implement one on your own Instagram? Here's how & why...

## What's in it for me?

- Increased Engagement
- Great Rapport Builder - Reciprocity Principle
- Targeted Followers
- Geo-Farming
- Great Low-Friction Value-Opener to Connect with Your Target Audience
- Brings More Value to Your Profile

## What's the Prize?

- Something valuable to your target audience
- Cross-promote with relevant or local businesses to offer their products at discount cost or free for you and/or share in the ad spend to promote

### Some Ideas Include:

- Mobile Phone
- Nice Restaurant Offers
- Tickets to a Play/Concert/Sports
- Cash Prizes

Make sure your target audience would actually take action for your prize. For example, a multi-millionaire investor might not bother to try to win \$50 cash, but might find tickets to their favorite band fun & worth engaging with!



## How to Implement

### Need:

- Target Audience Identified
- Prize(s)
- Entry Requirements/Rules
- Post Designs & Captions for:
  - Pre-Launch Posts
  - Entry Post
  - Promotional Story Posts
  - Winner Post
- Paid Ads Budget
- Analysis of Insights or Reporting
- Optional: Cross-Promotion Strategy

## The Rules of the Game

- Affiliation Statement (in all captions related to the giveaway, include "This giveaway is not associated in any way with Instagram, Facebook or Meta.")
- How do Participants Enter? *Like* your entry post, *comment* on the







**Peter Hannis Hernandez**  
**President, Western Region**

O (310) 595-3888 | M (310) 990-5905

DRE# 00411943

[peter.hernandez@elliman.com](mailto:peter.hernandez@elliman.com)

[See My Bio and Listings](#)



---

150 EL CAMINO DRIVE, BEVERLY HILLS, CA 90212. 310.595.3888 © 2022 DOUGLAS ELLIMAN 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<sup>®</sup> 2022, All Rights Reserved. [MLS<sup>®</sup> Terms](#). If you don't want to receive emails from us, please [unsubscribe](#) from our newsletter list.



Powered by **rechat.**