



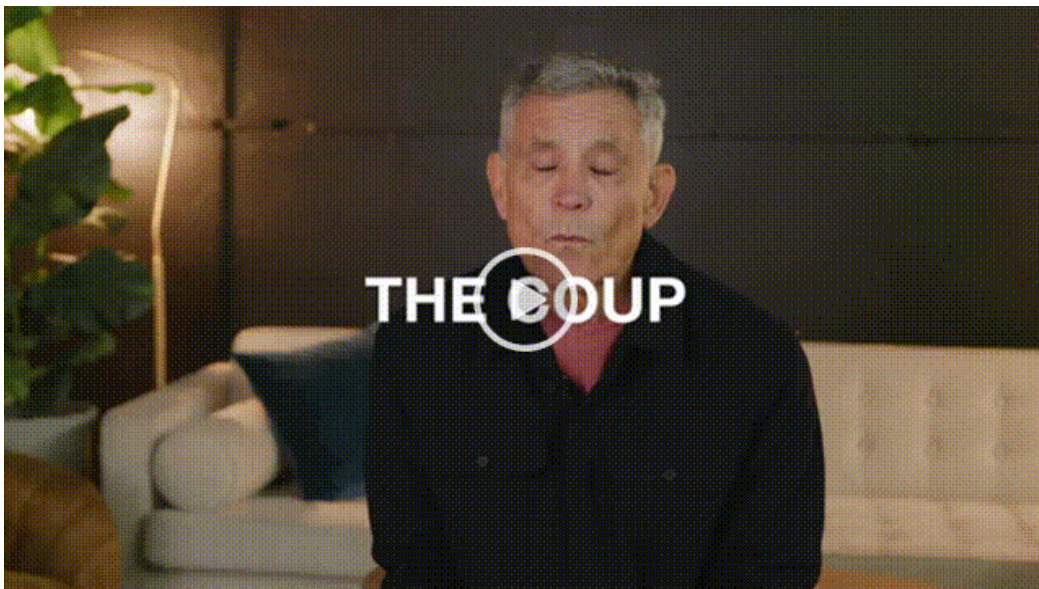
#TheCoreTruth with Peter Hernandez

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:
The Coup



Featured Article



The Ellies 2023: A Complete List of Douglas Elliman's Award-Winning Agents

Douglas Elliman Realty, one of the largest independent residential real estate brokerages in the United States, has announced the winners of the 2023 Ellie Awards, honoring the firm's top-performing agents for the prior year.

"No matter the market, the region or the challenges we face as an industry, Douglas Elliman agents never fail to rise to the occasion and exceed expectations," said Howard M. Lorber, Executive Chairman of Douglas Elliman. "Year after year, their tenacity and tireless determination inspires all of us in the company to achieve greater results."

"As an agent-driven brokerage with a commitment to continuous improvement and innovation, we are innately focused on the next thing, the next deal, the next move," said Scott Durkin, President and Chief Executive Officer of Douglas Elliman Realty. "The Ellies remind us how important it is to look back, take stock and heartily celebrate all we've accomplished together."

Following is the complete list of award-winning agents and teams, as well as Rookie of the Year honorees, in Douglas Elliman markets across the country.

[Read the Full Article](#)

On Peter's Mind



Act on your ideas.

How often have you told yourself, "I wish I would have, could have, or should have?"

I am afraid most people don't act on their good ideas. They either lose confidence in an idea, forget about it, or never get it off the ground because they angst over the execution and seek perfectionism. They worry about failure and looking bad. My attitude has always been to give it a try. If it works, I will keep doing it. If it doesn't, then I shelf it and move on to the next. No harm, no foul. I get most of my good ideas while running, meditating, watching a performance, or reading a good book. I keep my phone or a notepad by my side and write them down. I'll refer back to them and ask myself the following questions:

- 1. What is the benefit or purpose?**
- 2. Will it fill a niche or help someone?**
- 3. What resources are required?**
- 4. How much time will it take?**
- 5. What is the purpose? Money, convenience, etc...**
- 6. Is now the right time?**

I always give ideas more attention than just a passing thought whether I act on them or not.

Featured Listing



2 Oak Knoll Terrace, Pasadena, CA 91106

\$38,500,000 | 7 BR, 21 BA | Approx. 32,644sf | Approx. 2.38 Acre Lot | Web ID# 23-246699

The Samuel C Fertig House, renamed Knoll House in 1971 by its then owner, Mrs Virginia Steele Scott, was originally built in 1916 and designed by preeminent architect Myron Hunt. The property, already architecturally significant, rose to unparalleled prominence in 1973 with the addition of the Gallery/Museum designed by modernist architects Ladd & Kelsey. The structure was, from its inception, much more than a gallery. Encompassing over 20,000 square feet, it contains multiple living spaces, a 46-seat movie theater, poker room, tiki lounge, 2 commercial elevators and full conference center.

Listing: Ernie Carswell (DRE# 01111566)

[View Full Listing](#)

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WEBSITE CREATION

WHAT YOU NEED TO KNOW TO BUILD A WINNING WEBSITE

A website is your online headquarters, open 24/7, and it's a place where you can generate leads. But how do you build a winning website that does all of that?

Pick a Website Builder

First you'll need a website builder to host your site. Like: WordPress, Squarespace, and Wix. Choose the right one for you, since they all offer various drag-and-drop features, and different pricing plans.

Home Page

The "home page" is the core of your website. It must provide an overview of your real estate services and a brief description of your listings. Including a call-to-action button for visitors to contact you.



About Us Page

The "About Us" page is where you share your background, and experience. Remember, homebuyers and sellers always ask, "What makes you different from other realtors?" By telling people about yourself on this page, you can answer their concerns.

Property Page

Including a "Property Page" is a necessity. Each listing must have high-quality images to attract attention to the property. And it should have accurate information, such as the price, location, number of rooms, square footage, etc.

Resources Page

It's highly recommended to have a "Resources Page", offering useful resources for potential clients, such as valuable real estate blog posts, market updates, mortgage calculators, home buying/selling guides, etc.

Contact Page

It's a no-brainer to include a "Contact Page". If a visitor is interested in scheduling a property viewing or contacting you to help them sell or buy a property, then they'll need your contact information. So add your email, phone number, and perhaps create a contact form in the page.





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