



#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: Morning Routine



Featured Article



Douglas Elliman Signs The Altman Brothers to New, Multi-Year Deal

Douglas Elliman Realty announced today that The Altman Brothers, who consistently rank as one of the top-producing teams in the United States and stars of Bravo’s Million Dollar Listing Los Angeles, have signed a new, multi-year arrangement with the firm. Helmed by Josh, Matt and Heather Altman, the team has transacted more than \$3.6 billion from 2021 to date and closed over \$2.5 billion in the last 24 months, averaging more than \$100 million per month in sales.

“The Altman Brothers represent the pinnacle of success and we are fortunate to count them as Elliman agents,” said Howard M. Lorber, Executive Chairman of Douglas Elliman. “Josh, Matt and Heather are known for selling and marketing some of the world’s most iconic properties. Their uncompromising professionalism and tenacious drive have fueled their rapid rise to become one of the most successful teams in Los Angeles real estate, year after year. We look forward to their continued growth and success at Douglas Elliman.”

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

On Peter's Mind



Material and Spiritual Well-Being

I recently read this from Daily Reflections, Alcoholic Anonymous. This is something that I believe can be applicable to everyone.

"Having fear reduced or eliminated and having economic circumstances improve, are two different things. When I was new to AA, I had those two ideas confused. I thought fear would leave me only when I started making money. However, another line from the Big Book jumped off the page one day when I was chewing on my financial difficulties: "For us, material well-being always followed spiritual progress; it never preceded." (p. 127). I suddenly understood that this promise was a guarantee. I saw that it put priorities in the correct order, that spiritual progress would diminish that terrible fear of being destitute, just as it diminished many other fears. Today I try to use the talents God gave me to benefit others. I've found that is what others valued all along. I try to remember that I no longer work for myself. I only get the use of the wealth God created, I never have "owned" it. My life's purpose is much clearer when I just work to help, not to possess." Excerpt From Daily Reflections AA World Services, Inc. <https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewBook?id=808284294>

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Featured Listing



32177 Coast Highway Laguna Beach, CA 92651

\$35,000,000 | 9 BR, 10 BA | Approx. 7,642sf | Approx. 0.72 Acre Lot

Discover this incredibly rare opportunity to own an oceanfront, multi-estate compound perched on “Billionaire’s Bluff.” This signature estate is ideally positioned overlooking the Laguna Beach Coastline and Catalina Island and offers remarkable views in a personal, private sanctuary. In addition to the two main homes, there is a charming and sizable fully equipped private gate house over a 3-car garage. Each home offers sweeping views, beautiful wood floors, wide white plantation shutters, vaulted ceilings and natural light.

Listing: John Stanaland (DRE #: 01223768)

[View Full Listing](#)

Douglas Elliman Podcasts



Douglas Elliman

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Marketing & Branding



Want to boost your real estate brand with podcasting? It's time to find out why podcasting is a game-changer for real estate agents!

Why do Podcasting?

- It's a great tool for lead generation
- Increased visibility and credibility
- Will help you create a community around your brand
- It's a way to create valuable content for your audience

Amplify Your Reach!

- Use podcasting to make authentic connections with your audience
- Showcase your expertise and build credibility
- Grow a loyal following and promote a sense of community
- Nurture your client relationships and be seen as a leader in the real estate industry

Ways to Promote Your Podcast

- Share your podcast on social media platforms like Instagram
- Use email marketing to send out updates on the latest episodes
- Offer value through guest appearances
- Use paid ads to target your ideal audience and drive traffic to your podcast
- Network with industry peers



Rules for Creating An Amazing Podcast

- Define your target audience and create content that resonates with them
- Choose a clear and concise name that reflects your brand & what your podcast is about
- Invest in quality equipment
- Plan and prepare your content in advance
- Incorporate guest interviews and expert opinions to add diversity
- Keep your episodes informative, interesting, and engaging
- Promote podcasts across your channels



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[See My Bio and Listings](#)



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