



#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.**

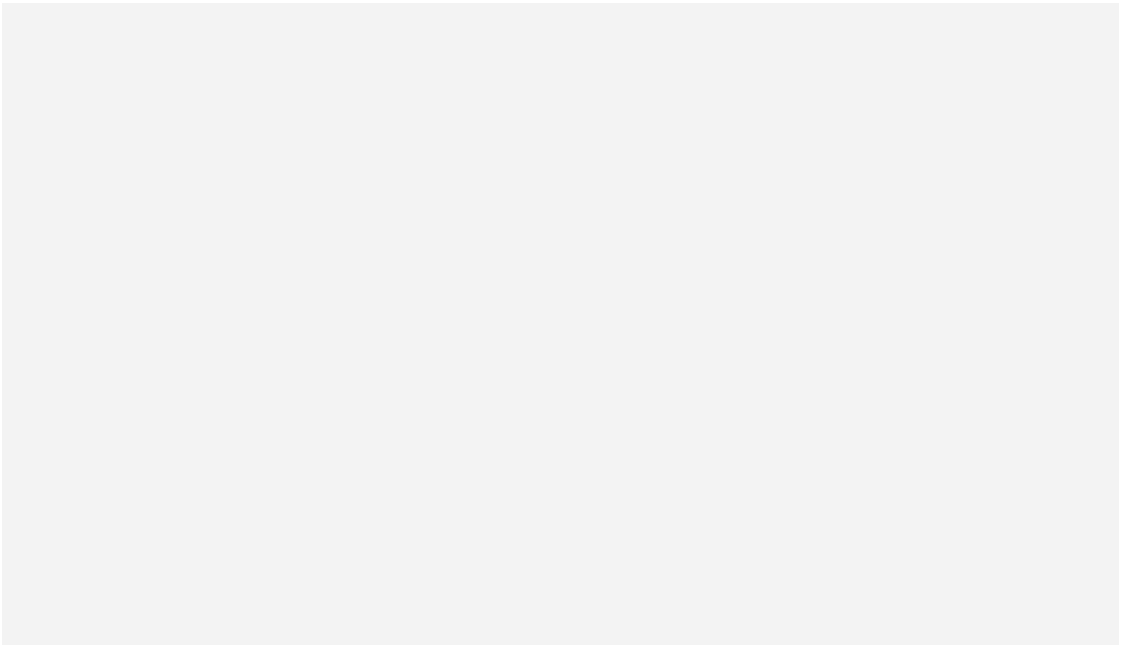
Just search for Peter Hannis Hernandez to connect.

#THECORETRUTH:

Lean In



Featured Article





DouglasElliman

VICINITY

YOUR NEIGHBORHOOD GUIDE TO THE UPPER EAST SIDE

SPRING 2023



Presenting 'Vicinity' — A New Douglas Elliman Magazine

Welcome to the inaugural issue of VICINITY, Douglas Elliman's illuminating look at the splendors of New York City's Upper East Side.

Roughly 300 blocks structure the eastern stretch of Manhattan that runs from Fifth Avenue to the East River and 59th to 96th Streets. Within, a selection of the world's most celebrated museums and galleries rise beside beloved restaurants, cafes and private clubs, as well as unique residential properties. All of this is flanked by the winding passages of Central Park to the west and waterfront views to the east. These attributes and many more define today's Upper East Side.

[Read the Full Article](#)

On Peter's Mind

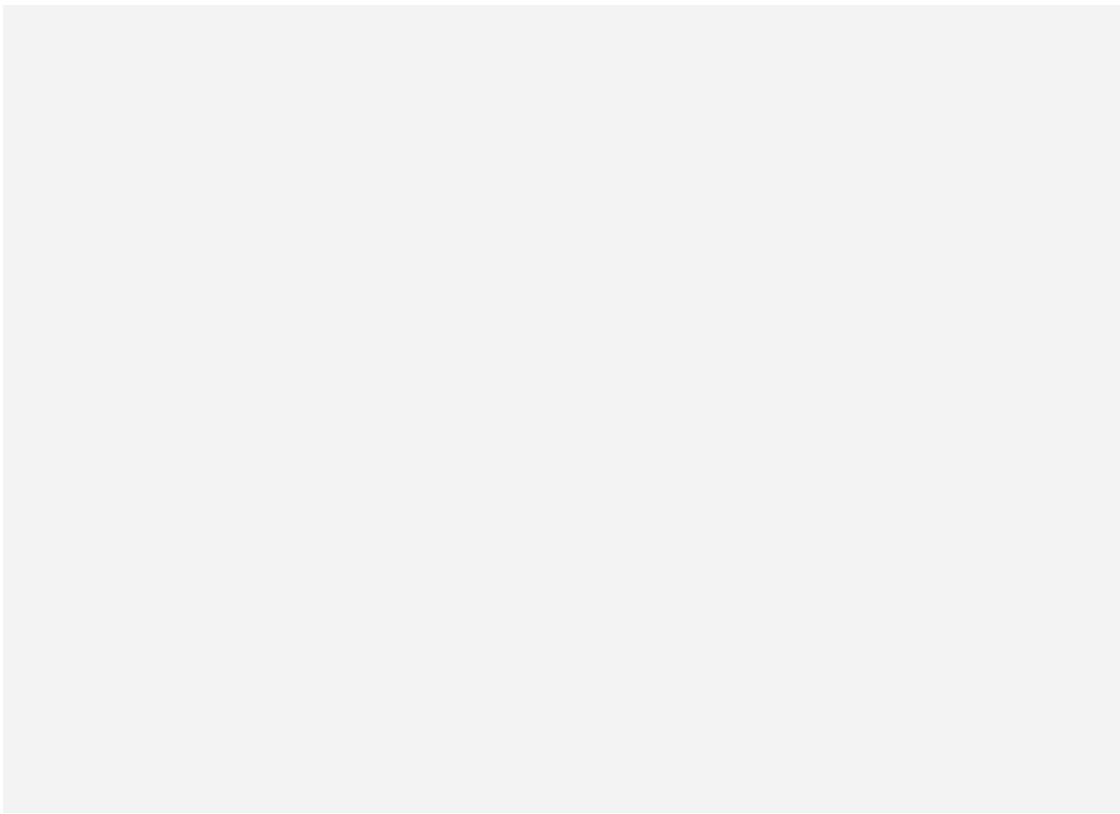




Dare to Dream Big

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows, in the end, the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat." - **Theodore Roosevelt** | *Citizenship in a Republic, April 23, 1910*

Featured Listing





[21940 Lamplighter Lane, Malibu, CA 90265](#)

\$7,988,888 | 4 BR, 4 BA | Approx. 3,092sf | Approx. 12 Acre Lot

Welcome to a rare opportunity to acquire a truly exceptional piece of real estate in a highly-coveted location within Malibu. This 12-acre land acquisition is on a unique promontory, offering unobstructed views of Catalina, the Channel Islands, Carbon Canyon, and the Pacific Ocean. The property has been featured in numerous commercials and print ads, including the cover of Vogue Magazine and was the main location featured in the critically acclaimed film "The Canyons" directed by Paul Schrader. Created by the distinguished designer Vitus Matare, the property boasts a remarkable architectural pedigree.

Listing: Garrett Stafford (DRE# 02064910)

[View Full Listing](#)

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Marketing & Branding

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INSTAGRAM ENGAGEMENT

HOW TO ENGAGE YOUR COMMUNITY CONSISTENTLY

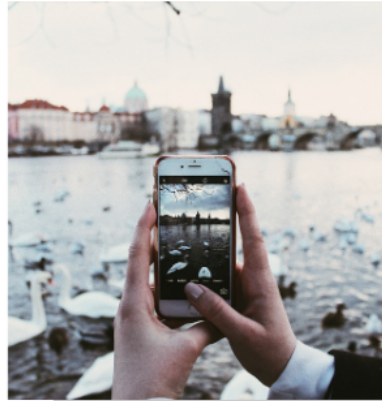
Receiving engagement on your posts is a huge part of Instagram success...
Here are some tips to help you boost your Instagram engagement!

Use Relevant Hashtags

Use relevant hashtags to help your posts get discovered by your target audience. Use both popular and niche hashtags to reach the widest audience. With the right hashtags, your posts will stand out and attract the right people to engage with you.

Utilize Stories & Reels

Instagram Stories and Reels are great ways to showcase your properties and give your followers a behind-the-scenes look into your work in a casual and interactive way. By creating this engaging & interesting content, you can persuade your audience to engage.



Engage With Your Audience

Respond quickly to comments and messages, engage with other real estate accounts, and build relationships with others in your industry to access their audience and expand your own. Being responsive and attentive with your own audience builds trust with potential clients and attracts a high engagement rate over time.

Use High-Quality Visuals

Professional photos and videos can showcase unique features, such as stunning views and luxurious interiors. These can also reflect the quality of your service and your personal brand image. Most importantly, people like to engage on high quality, interesting content.

Consistency is Key

To keep your followers interested and informed about your listings, post regularly at the best times. Also, make sure your content has a consistent look and feel. Use the same colors, tone of voice, and visual style to create a strong brand. If you want consistent engagement, you must consistently engage.





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