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MARK SANDERS

AUGUST 2020

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TABLE OF
CONTENTS

	06 Preferred Partners		07 Publisher's Note		08 Profile: Mark Sanders, Intero Real Estate
	14 Partner Spotlight: Certified Home and Building Inspections		20 Celebrating Leaders: Hayden Butterfield, Arrow Realty		24 Cover Story: Maura Tierney, Keller Williams Realty EDH



If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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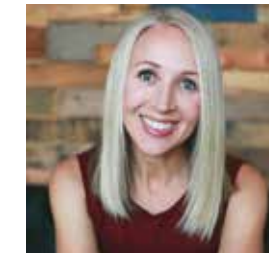
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publisher's note
TEAMWORK



“Great things in business are never done by one person. They’re done by a team of people.” – Steve Jobs

I’m writing this month’s Publisher’s Note with salty air filling my lungs and a view of the ocean in front of me. My boys are running in the waves throwing the football back and forth. As I watch them huddle up and then break apart to execute their elaborately planned Super Bowl-winning plays, I’m struck with how much more fun it seems to be for them when the ball changes hands multiple times within the run. Sure there are the couple times when one boy makes the big long touchdown run themselves. But the plays that elicit the biggest celebration, the loudest whooping and hollering, the silliest of end-zone dances, are the times that everyone plays a part in the win. Those are the epic plays that end with dog piles in the sand and fist pumps in the air.

Some things really are the same across childhood sports and business transactions.

August was a special issue to put together. Our partnership and presence here in the Sacramento, El Dorado Hills and Placer County area is growing. As more and more of you, our Top REALTORS®, grasp what we’re looking to build here, you are bringing

more and more fantastic businesses to us as Preferred Partners to help produce this platform. They support you and you support them; it’s been a beautiful thing to watch.

This month our cover feature Maura Tierney, profile story Mark Sanders, and Preferred Partner Spotlight Jason Stockwell of Certified Home and Building Inspections are all great friends. When Maura and Jason learned they’d be sharing an issue, the two got creative and decided to meet up at Maura’s photo shoot to highlight what is so special about getting to work alongside people you know and trust, and have built a long-term working relationship with over time.

As they both mention in their articles, business is never a one-person run down the field. With multiple components to every transaction, there are always so many hands on the ball. Getting to run those plays with a team of partners you know you can count on makes all the difference – and when you’ve pulled off epic touchdowns with people you consider friends or even family, the celebration at the end is all the sweeter.



Yours for the cheerleading and highlight-reel reporting,

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“The vendors we work with are a big part of our strength... They are my go-to people... It helps a lot to know that we have really great resources we can count on.”

– MAURA TIERNEY

MARK SANDERS

INTERO
REAL ESTATE

▶ profile

By **Stephanie Brubaker**

Photos by **Nicole Sepulveda**, XSIGHT Creative Solutions

▶ THE CURVEBALL

Growing up in Fairfield, CA, Mark Sanders' life was about baseball. From Little League to competitive travel ball to collegiate teams, the sport provided a training ground for more than just athletics. "I was blessed with great mentors – my parents, two older brothers, coaches, Boy Scout and church leaders." That was critical, because while at Brigham Young University, Mark sustained a career-ending injury during the fall of his sophomore year. It was unexpected and disappointing, but not devastating. "My parents modeled a high work-ethic and valued self-sufficiency. So even when baseball was the focus, they were raising us to be well-rounded, hard-working people with a willingness to learn."

▶ A GAME OF CATCH – BACK TO THE BASICS

With baseball no longer on the table, Mark drew on another skill set he'd recently developed while taking a break between his first and second year of college. He spent two years in Wisconsin and Michigan on his mission with the LDS church. "That didn't sound as exotic and exciting as the foreign countries some of my friends traveled to, but living in the Iron Mountain Region along the Canadian border where it's 4 degrees outside was a whole new experience," he recalls.

"As a missionary, I learned to build a rapport with people. That began with showing a genuine interest in them as complex and multi-faceted humans. Religion aside, I developed the ability to connect with others – and in Michigan that often meant entering the world of fishing and hunting." Not exactly second nature for a kid from Fairfield, but it did cement his deep interest in people. He returned to school as a Social Psychology major with a minor in Business, knowing his true passion was in the "people part" before the "business part."



▶ TRAINING CAMP

"I think the parts of my education that have been most helpful to me as a REALTOR® are communication-related. Learning to convey complex processes clearly and concisely has helped me make my clients feel like they understand and can be as involved in their buying/selling experience as they'd like to be." Mark also found the psychology of marketing and branding intriguing, especially as it pertains to human nature. "One of my most memorable assignments was to investigate and analyze how Coca-Cola and Hershey's strategized their advertisements for the Super Bowl that year. Diving into people's motivations, patterns of thinking, and real-time reactions to marketing was fascinating."

...





In 2011, Mark had graduated from BYU, met and married his wife, Liz, and was working in the marketing field when he decided to make the switch to real estate. "I'd watched my dad transition from a long career in sales to real estate, so I knew it was possible to have a people-focused career with great income potential and some schedule flexibility."

With a brother living nearby, Mark and Liz decided El Dorado Hills would be an excellent community in which to launch his new career and raise their future family. Shortly after relocating, Mark began interviewing at brokerages in the area and eventually chose to join Intero Real Estate, where he has been happily serving his clients since. "Those first 18 months were rough, though. I only knew one guy – and he was my brother. I slowly began to meet others through church, on the golf course, softball, and mostly through open houses," he explains. "I did probably 50 open houses my first year, learning what to say, how to provide value, and as a result, having buyers choose me to represent them. But during that entire period, I only completed one transaction." Luckily, Mark was able to shadow his dad's transactions in Fairfield and receive lots of phone calls as counsel. He received his license in 2012, focused on learning in the trenches, and embraced trial and error. That entrepreneurial spirit and drive have translated into a current roster of roughly 300 closed transactions.

► **THE LOVE OF THE GAME**

"I keep in touch with as many of my clients as humanly possible – reaching out on their birthdays and special occasions – and I throw a client party once a year." He especially loves seeing how the families have grown. His own daughters, ages 4 and 5 months, are growing up right alongside them. "My older daughter loves to play with the other kids her age, and she's already great at passing out flyers at open houses."

But Mark's favorite moment as a REALTOR® is visiting his buyers about two months after escrow has closed, once the dust of moving has settled. "At that point, it is no longer a house purchase. It's becom-



ing their home. They're so excited to show me the new floors or kitchen countertops – all the things they've done to make it their own. It is so gratifying." And he gets it. With two young children, and plans for more, Mark and Liz understand the reality that homes are not only to be beautiful and make memories, they also need to have enough bathrooms and function properly for the daily grind.

► **THE BIG LEAGUES**

To what does Mark attribute his success? "I believe it's the unexpected extras – to quote famous real estate coach Brian Buffini. My job is to serve and take care of my clients' needs, whether that be help with packing and moving, yard work, or just extra face-to-face time. Not everyone is able-bodied or has contact with reliable professionals and specialists." The decisions to make himself available to assist with whatever his clients' needs are – even the non-glamorous stuff – is part of Mark's relational commitment. It's his callback to the "people part" before the "business part." He's never paid for advertising or leads. That confidence comes from the fact that his clients feel so well taken care of that they refer their friends and family. And the client party just gets bigger.

Today you might find Mark on the golf course (a favorite pastime) or halfway up a tree helping a client thin out the overgrown limbs. You may see Liz and the girls dropping off dinner and adorable encouragement on a long day of open houses. "The support from my wife and family is so important, and the work is all worth it to be able to spend time with them," he shares. It's clear that Mark is in the real estate world series, and having a grand time.

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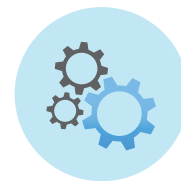
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▶▶ partner spotlight

By Dave Danielson
Photos by Rachel Lesiw, Indulge Beauty Studio, and
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Certified Home AND Building Inspections

BUILT TO EXCEED EXPECTATIONS

The homes that are at the center of the deals you complete come in all shapes and sizes. In turn, each structure has a story to tell and a purpose to serve for your clients.

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Full-Fledged Team Excellence

Jason and Dina Stockwell lead the seven-person team at Certified Home and Building Inspections — delivering a thorough, thoughtful brand of home and pest inspection services to residents throughout the area.

As they started the company five years ago, Jason and Dina brought considerable experience with them. Jason had worked for a couple of other inspection companies, and Dina had been working as a licensed REALTOR® since 2003. In fact, they met when Jason served as an inspector for a house that Dina was representing as a REALTOR®.

“Dina and I had the mindset that we wanted to start an operation of our own,” Jason says. “We wanted to create something of value that would be long-lasting, growing, and about helping people.”

The passion for what they do is easy to see.

“I love what we do because of the buyers. I'm out in the field on a daily basis. It's something I've been doing for about 14 years,” he says. “I love the satisfaction that the buyers experience. It means a lot to be part of this time with them. And it never gets old to walk through their homes with them, talking with them, and answering their questions.”

Dina brings the same powerful drive and passion for her work, as she oversees office operations.

“As a real estate agent, I understand this part of the real estate business,” she explains. “In the office, we love taking care of our clients. If we all leave each day, and everyone has been scheduled on time and are happy, then we are happy, too.”

...





The partnership that Jason and Dina share in work and life is powerful.

“Dina is the reason we are where we are. There’s no one better,” Jason smiles. “She understands the needs of our real estate partners when they call us. She knows the timelines, and the stress, behind each situation.”

As Dina adds, “We really take that part of what we do seriously, and we believe it’s part of the difference we bring to the market. It’s not just about what we offer in terms of the appointment. We understand the real-estate transaction and do whatever we can to ease the process.”

Certified Home and Building Inspections includes four full-time home and pest inspectors, including Jason, John, Ben and Steve, and three office team members, including Dina, Hannah and Kristi.

Jason and Dina are quick to give credit for the organization’s service excellence to the team.

“It’s hard to express all that they mean to us,” Jason says. “We couldn’t do nearly what we do without these incredible people. They could be doing anything in life, and choose to get up each day and work with us and help us achieve success.”

Hannah

“In the beginning of our business, it was just Dina, Ben and me,” Jason says. “Hannah was the one who allowed us to be sane again when she joined us to assist Dina. She is our rock. We can count on her. Whatever she does is organized and done properly and done in a timely manner.”

Kristi

Kristi is relatively new, but we see her as such a long-term fit. She is a very quick learner,” Jason emphasizes. “Every task she takes on is very organized; she is on point and does things in a way that exceeds expectations. She is like having three people in one, and she always does things with a smile on her face.”

Ben

“I have long admired Ben as a human being. I started another termite company, and Ben worked there,” Jason recalls. “I met Ben 10 years ago now, and he was an inspector at another company. As I started our company, I always hoped we could add someone like him. He reached out to us after a year, and bringing him aboard was the best business decision we’ve ever made. He is the one person if I pick up the phone and ask him something he is 100 percent there through thick and thin.”

Steve

“Steve is a recent hire, but I’ve known him for about three years. Before joining us, he was a real estate agent, as well, and he’s been in the industry for quite a while,” Jason explains. “He is that guy who relates to everybody. He is so good at what he does, and his attention to detail is one of the highest I’ve seen. He definitely sets himself apart in the industry.”

John

“John is one of the most motivated human beings you will ever meet. He is extremely positive, and never has a negative thing to say,” Jason points out. “When you meet him, it’s no secret why he’s so busy. He can talk with anyone about anything ... he has a real knack for explaining things to people. He is very good at what he does. His personality stands out when you talk with him. He’s the kind of guy you want to be around.”

As Jason and Dina look to the future, they take pride in delivering an experience that is above and beyond.

“We are the company you can count on. I want people to feel like we are their friends and an extension of our family. We want them to be excited and to look forward to seeing us again,” Jason says. “We strive for the best service ... do them right the first time. Everyone has that same mindset. We built this office off of referrals, and on a tireless desire to exceed their expectations.”



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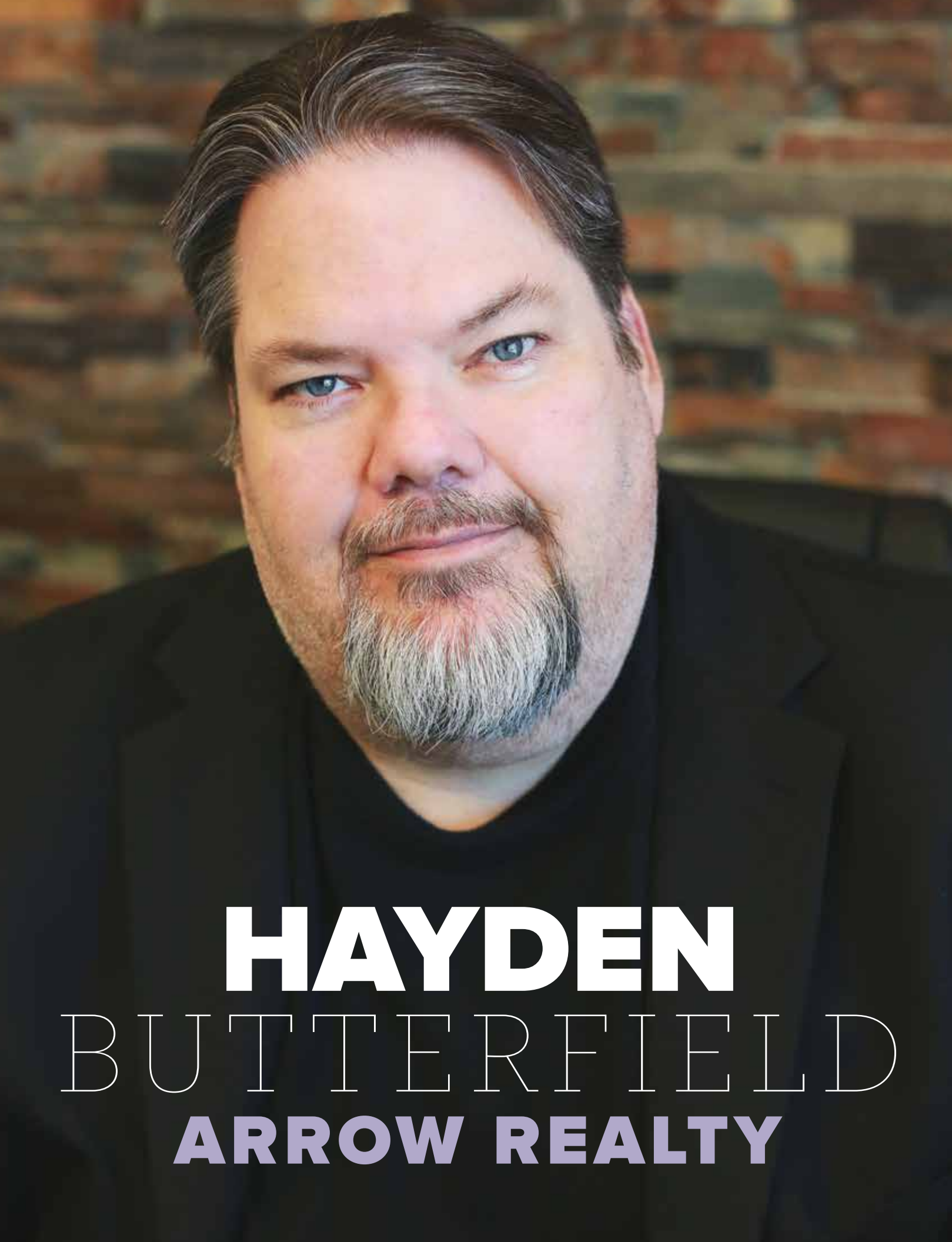


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HAYDEN BUTTERFIELD ARROW REALTY

▶ celebrating leaders

By **Stephanie Brubaker**
Photos by **Rachel Lesiw**, Indulge Beauty Studio



Butterfield family photo



Hayden and Nanci Butterfield

A DEFINING MOMENT

August 4, 1994, was the day Hayden Butterfield realized that he was mortal. The epiphany came in the form of a terrible car accident — followed by six months of rehabilitation, major depression, and 14 trips to the emergency room. “Those first months were terrifying. I assumed I was having heart attacks, because it felt like I was dying,” he remembers.

He eventually emerged with the diagnosis of panic disorder with debilitating panic attacks, but, also, with a new perspective on life. “Before that day, I was all about achieving the next thing. Always pushing for bigger and better. There isn’t anything wrong with that in itself, but we’re designed for more – to look for purpose in what we do.” And two years later, Hayden would discover a deep sense of his own purpose.

FOUNDATIONAL MOMENTS

Citing the old John Cougar Mellencamp song “Little Pink Houses” to describe his childhood in Roseville, Hayden recalls his slice of Americana. “My friends and I would set off bottle rockets in the fields behind my house, back when the Johnson Ranch subdivision was literally a ranch owned by Mr. Johnson.” With both parents having real-estate licenses, the family took opportunities to move around the city, experiencing both suburban and rural life. But with both parents working and his older siblings out of the house, there was a lot of alone time. “I wore a house key around my neck to school every day – an original latch-key kid!” At age 16, Hayden received his very first job offer to work for an automotive paint store. By age 20, he was the store manager and married to his high-school sweetheart, Nanci.

Ready to climb the next rung in the ladder, Hayden launched a career in commercial insurance. The season in sales shaped his

work-ethic and self-motivation, but after the accident shifted his perspective, he was ready for more. So in 1997, Hayden received his real estate license and joined Century 21.

THE “AHA” MOMENT

His search for a deeper sense of purpose successfully ended during one of his first transactions as an agent. A young single man was trying to buy his first house with his father as a co-signer. “The poor guy was so stressed out; every property we found was rejected by his dad for one reason or another.” After watching this dynamic, Hayden gently suggested that his client could meet with a lender to learn to purchase and build equity on his own – without requiring his father’s participation. When the day came to deliver the keys to his new condo, his client’s gratitude showed through tears. “Without you, I wouldn’t be here. I’d still be trying to get my dad’s approval.”

That was the moment. “I was hooked! I could use my skills to make a positive difference in another’s life.” Three years later he helped that same client sell his condo for triple his investment. It would be years before he would recognize that desire to help and guide those around him as a sign of leadership, but Hayden is fine with that. “I still had some growing to do.”

MOMENTS OF SUCCESS

Over time, Hayden found support and developed tools for managing his panic attacks. They grew fewer and farther between. His family grew, and new friendships were formed. His career blossomed, awards were won, and he was finding joy. “In insurance, there were days I got to help people, but usually on the worst day of their lives. In real estate, I get to help people through important **and exciting** times. The times they want to call their friends about. And it was obvious that all I needed to

...

do is take great care of the client in front of me. Then they would tell their friends and family. I loved that.”

As Hayden’s season at Century 21 drew to a close, he looked into other brokerages. “It was frustrating. They all seemed the same, and I was looking for something different.” He couldn’t find it, so in October 2002, he opened the doors of Arrow Realty. “Our philosophy is that the agent works for the client, and the broker works for the agent. As brokers, we put all our powers into serving and supporting agents. I tell my team, ‘You let me know what you need to be successful, and as long as it’s legal, I will make it happen.’”

THE LEADERSHIP MOMENT

“A few years back, a good friend and member of our Arrow family passed away. Over time, several of his kids reached out to me. I was happy to help them, but I didn’t understand why they were calling me. My wife explained, “They recognize you as a father figure. You are responsible for that influence.” With Nanci’s help, Hayden connected the leadership dots for the first time.

He realized that between teaching financial-wellness classes and Bible studies, he was leading without recognizing it. It was humbling. “After that day, I became more intentional. I realized there was weight to my words, and I needed to choose them carefully,” he explains.

Today, Hayden finds pouring himself into other agents to be most rewarding. “Some need encouragement and a reminder that they have something to offer. Others need to be re-energized and excited about their future again. I find out whether they need a firm kick or a compassionate hug.” He also keeps a seat at the industry table, whether that’s via mentoring, being a board member of PCAR (Placer County Association of Realtors), or serving on the Grievance Committee. “I enjoy it. I thrive on staying educated and active in my community.”

But if you ask him about his favorite moment of all, Hayden will immediately answer September 8, 1984. The day he married Nanci. “She is the rock of our office, our family, and my life. Of all the accolades and successes, Nanci is my true award.”



“**I WAS ALL ABOUT ACHIEVING THE NEXT THING. ALWAYS PUSHING FOR BIGGER AND BETTER. THERE ISN’T ANYTHING WRONG WITH THAT IN ITSELF, BUT WE’RE DESIGNED FOR MORE – TO LOOK FOR PURPOSE IN WHAT WE DO.**”



The Arrow Realty Team at the PCAR Crab Feed



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TIERNEY
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cover story

By **Dave Danielson**
Photos and cover photo
by **Nicole Sepulveda**,
XSIGHT Creative Solutions

THE RIGHT RESULTS

The people who rely on your experience and expertise turn to you for the results that help them reach their dreams.

That's the same spirit Maura Tierney puts to work each day leading her team at Tierney Real Estate Group, the top luxury team at the Keller Williams Realty El Dorado Hills office.

With every deal, Maura remains focused on achieving the right results for her clients – by doing things the right way.

“It’s important to me that my team and I have a reputation of being easy to work with, and that we reliably and professionally do what we say we’re going to do. I want everyone we interact with, whether it’s clients, vendors, or other agents, to know that my team and I are totally oriented toward solving problems,” Maura explains.

FOLLOWING HER VISION

Before earning her license and starting her journey in the business seven years ago, Maura had long had her eyes on the field.

“Before I got my license, I was definitely a real estate hobbyist,” she says. “My sister is a top agent in the Bay Area, and I planned to get into the business once my youngest daughter went to middle school. When that time came, I jumped in, got my license, and started off at Coldwell Banker for the first few years.”



Maura TIERNEY

Keller Williams Realty EDH



Maura and David Tierney



Tierney Real Estate Group



When Maura takes on something, there is no holding back.

“I approach real estate the same as every job I’ve ever had. I give 100 percent,” she points out. “I developed my sense of complete dedication to client service early in my business career. I worked in the advertising industry in Los Angeles and San Francisco for years, with some of the best creative teams in the country. I managed multi-million dollar accounts for clients like E*Trade, Microsoft, and Apple, and learned valuable lessons about working hard to ensure clients received the value and quality of work they expected.”

It’s a drive that would serve her well in real estate.

“There were challenging times as I got started,” she recalls. “After my first deal, I worked every day for a solid year and immersed myself. As a new agent I joined Pat Seide’s team, one of the top REALTORS® in the Sacramento region. During the year that we worked together, I felt like I got five years of experience. We’ve remained friends in the business, and I still admire her work ethic and longevity at the top of the field in a really demanding and competitive industry.”

In her first few years in real estate, Maura continued to grow her expertise and quickly elevated to one of the top agents in the El Dorado Hills market. In late 2015, her career path took an important turn when she met Beverly Steiner, one of the most successful franchise owners with-

in Keller Williams, who at the time had nearly 800 agents working in her Danville and Walnut Creek offices. Beverly was looking to relocate to El Dorado Hills.

“I was representing a house that she was interested in purchasing, and we became friends through the process,” Maura recalls. Shortly thereafter, Maura and her business partner and husband, David, explored partnering with Beverly to open a Keller Williams office in El Dorado Hills.

That was four years ago. In 2017 they launched the KW El Dorado Hills office together, which has grown into one of the top local brokerages with nearly 70 agents. While Beverly runs the office, Maura and David manage their own luxury-focused team, which includes a full-time buyer’s agent and client service manager.

TEAMING UP FOR LIFE

The opportunity to partner with David in life and in business is one that Maura relishes.

“It really helps, because real estate is such a demanding business. It helps to have someone in the business who understands those demands, including the workload and schedule that come along with that,” she says. “It would be more difficult for someone else who wasn’t in the business to understand what it’s like. It is such a service-oriented business. If you’re going to excel, you have to provide that level of service.”



“ I approach real estate the same as every job I’ve ever had. I give 100 percent ”



Maura, David and their team have definitely excelled. In fact, Maura has recorded over \$150 million in sales volume since 2015, including \$40 million in 2019 – ranking her as the top agent for El Dorado Hills residential volume last year.

Like most who work in the business, Maura and David work on achieving and maintaining balance.

“We aren’t perfect. If there’s anything that’s lacking, it’s that sense of balance,” Maura says. “It’s something we’re always trying to seek and improve upon. It helps to be business partners and experience those wins and successes together. The downside is we’re both coming and going 100 miles per hour every day. Yet, we’re in this together and support each other.”

REWARDING RELATIONSHIPS

In addition to working with David, a large portion of Maura’s fulfillment comes from the relationships built with people around them.

“First and foremost, I’m honored to be entrusted by people who want to work with me. People are referred to me by friends, and I also work with friends. I am honored that they want my help,” she emphasizes. “That relationship side of what we do is very important to me.”

A big part of that is the people she relies upon in every transaction who help create a positive experience for her clients.

“The vendors we work with are a big part of our strength, including stagers, contractors, inspectors and more,” she says. “They are my go-to people. So much of the job, especially on the luxury side, becomes project management. But it helps a lot to know that while we’re getting a home ready to go on the market or into contract, we have really great resources we can count on. It could be a roofer who will come over and tarp a roof in the middle of a storm, or a handyman who will take my call on the weekend. Those are the relationships that matter to me. They are my partners. Even though we don’t have a financial relationship,



...

they take care of my clients, and in turn, they take care of me.”

Away from work, Maura and David look forward to time spent with their two daughters, including Anna, who is a junior at the University of Washington, and Ainsley, who is a freshman at Pepperdine.

In their free time, Maura and David look forward to moments spent outside, including hiking, exploring and traveling. They’re looking forward to life after COVID-19, and being able to socialize with friends again at their favorite local restaurants, and future travel overseas to take in the architecture and culture of Europe.

When you meet Maura, you instantly experience her positive drive ... a relentless pursuit to serve.

“I have a high standard that I hold myself to. If I’m not reaching that, I push myself to get to it,” she says. “I’m driven to do the right thing. And that’s something that my husband and our entire team share. We all take that same approach.”

Each day is filled with an all-out effort to exceed expectations.

“For me, success is knowing that everyone feels like they won during a negotiation, and both sides are pleased with the outcome. All of the little things you do throughout a transaction add up. If my clients are happy with their home buying or selling experience, that’s a success,” Maura smiles. “I always want to be sensitive to what drives people. It doesn’t matter whether it’s a client or a vendor, I want to be sensitive, professional, and kind, and I want that person to know that I care and I did my job the right way.”



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I’m driven to do the right thing. And that’s something that my husband and our entire team share.

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