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MAURA  
TIERNEY

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*Profile:*

**MARK SANDERS**

AUGUST 2020



# Maura **TIERNEY**

Keller Williams Realty EDH



**TIERNEY**  
REAL ESTATE GROUP

## ▶ 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 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.

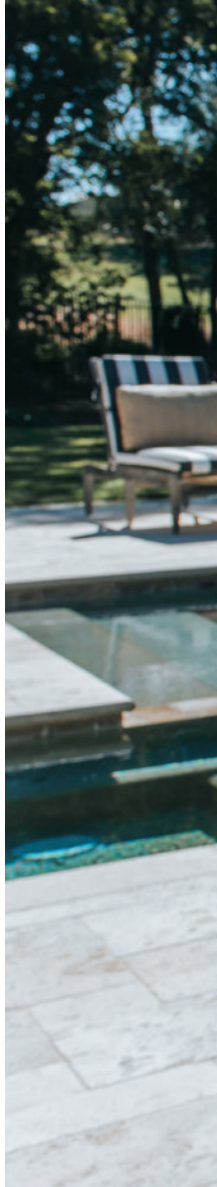
“I was representing a house that she was interested in purchasing, and we became friends through the process,” Maura recalls. Shortly thereafter, Maura and her business partner and husband, David, explored partnering with Beverly to open a Keller Williams office in El Dorado Hills.

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.”



“

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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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