



You might say that Sierra Sanders was meant for success in real estate. “My grandmother had her license, my mom and dad both had their licenses, and my uncle has his license, so growing up I always felt like it was a family thing,” she shares. “When I was a kid, if there was an open house in our neighborhood, my mom and I would always go check it out.”

After Sierra moved to San Francisco, she began helping her dad manage apartment buildings and realized her affinity for the business was more than just family ties. She found that she liked the management side of real estate — and she was good at it, too.

As she managed the buildings, she watched as tenants worked toward becoming homebuyers and became interested in being a part of that process. In 2014, Sierra earned her real estate license and moved into sales, specializing in condos, which are a common choice for first-time buyers.

Sierra works hard to make the home-buying journey a happy one for every client. She knows that her buyers are often experiencing big life changes like marriage or a growing family, and she prides herself on keeping the homebuying process as easy and simple as it can be. She also appreciates that sellers have a lot on the line, because they often can’t make the move forward without being able to sell.

As the sales manager for King Realty Group, Sierra still gets plenty of opportunities to flex her managerial skills as well. She helps the team create goals and development plans, arranges meetings, and tracks sales to make sure individual and group goals are being met. While team members are all very independent, Sierra helps them to identify potential areas for growth.

Eventually, Sierra would like to get more involved with clients who are getting ready to make the transition from tenant to homeowner. “Whether it’s next year or in a couple of years, whatever the timeline looks like for someone, I’d like to be their coach.” With so much experience and knowledge to share, Sierra certainly has a lot to offer these clients.

Outside of work, Sierra loves being in nature. She and her husband often bike or ski in Tahoe and take long bike rides around San Francisco. They also love exploring the many wonderful local restaurants.

Sierra Sanders

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