PHOTOS BY KIM STIFFLER WRITTEN BY DAVE DANIELSON

SANDRA *Haugen*

Building from the Ground Up

For Sandra Haugen, helping someone purchase a home is about much more than closing a transaction. It is about helping people build the next chapter of their lives while guiding them through one of the most significant investments they will ever make.



As a Licensed Agent with Preferred Properties of Kansas, Sandra has built a reputation for exceptional service, extensive knowledge of new home construction, and an unwavering commitment to her clients. During her eight-and-a-half years in real estate, she has generated more than $18 million in career sales while earning numerous honors, including Rising Star, multiple President's Club awards, and several Master's Circle recognitions.

Her success, however, didn't happen overnight.

It was built over decades of learning, relationship-building, and embracing every opportunity to grow.

A CAREER BUILT ON EXPERIENCE

Sandra's professional journey has been anything but ordinary.

After graduating from dental assisting school, she spent 12 years in the dental profession while attending night classes at Wichita State University. Determined to graduate without student loan debt, she paid for college as she went, eventually earning a Bachelor of Arts degree in Journalism with a minor in Business Administration.

That education opened the door to a successful career in advertising before another unexpected opportunity led her into radio advertising, where Coca-Cola became one of her largest clients.

Her ability to build relationships soon attracted the attention of Sprint PCS, where she helped launch digital cellular technology to businesses throughout Wichita. Later, she was recruited into the pharmaceutical industry, spending nearly two decades with Bristol Myers Squibb and Novartis Pharmaceuticals in increasingly specialized sales roles.

The work was rewarding, but extensive travel eventually inspired her to seek a career that would allow her to stay closer to home while continuing to work with people.

Real estate became the perfect fit.

FINDING HER PASSION

Although Sandra officially entered real estate less than a decade ago, the industry had always been part of her life.

Growing up, she watched family members build homes, develop neighborhoods, and operate construction businesses throughout the Wichita area. Those early experiences sparked an appreciation for the craftsmanship, planning, and vision behind every new home.

When a financial planner introduced her to the owners of Preferred Properties of Kansas, she hadn't even earned her real estate license.

She quickly changed that.

After passing her licensing exam on her first attempt, Sandra joined the brokerage and began specializing in new home construction—a niche she continues to enjoy today.

“I love helping buyers build a new home from the plans all the way through completion,” she says.

That enthusiasm is evident throughout every stage of the process.

GUIDING BUYERS EVERY STEP OF THE WAY

Building a home can be exciting, but it can also feel overwhelming.

Sandra understands that firsthand.

She believes one of her most important responsibilities is helping buyers understand every step of the construction process—from reviewing floor plans and contracts to explaining timelines, selections, inspections, and final walkthroughs.

“I want buyers to understand the entire process,” she says. “Whether it’s their first home or their twentieth, building can be stressful, and I want them to feel informed and comfortable throughout the journey.”

Her patience and attention to detail have become hallmarks of her business.

Rather than rushing clients through decisions, Sandra believes education creates confidence.



“EVERYONE HAS A STORY, I ENJOY GETTING TO KNOW PEOPLE AND HELPING THEM ACCOMPLISH THEIR GOALS.”



She also credits organizations such as the Wichita Area Builders Association for expanding her knowledge and helping her better serve buyers throughout her career.

RELATIONSHIPS ALWAYS COME FIRST

Ask Sandra what has contributed most to her success, and she quickly points to relationships.

Throughout every stage of her career—from dental assisting and advertising to pharmaceuticals and now real estate—she has discovered that genuine interest in people creates lasting trust.

As a graduate of the Dale Carnegie program, many of her guiding principles continue to shape the way she serves clients today.

She believes in listening more than talking, making people feel seen, heard, and remembered, following through on commitments, and always leading with kindness.

“Everyone has a story,” Sandra says. “I enjoy getting to know people and helping them accomplish their goals.”

Those values have helped generate repeat business and referrals while establishing her reputation as a trusted advisor rather than simply a salesperson.

LOOKING AHEAD

Sandra has no plans to slow down.

She intends to continue doing what she enjoys most—helping buyers build new homes throughout Wichita and the surrounding communities while continuing to learn something new every day.

She also enjoys giving back by supporting organizations such as the Alzheimer’s Association, Cancer Research initiatives, and St. Jude Children’s Research Hospital, causes that hold special meaning for her family.

When asked how she hopes to be remembered, Sandra’s answer reflects the philosophy that has guided her throughout her career.

She wants people to know she followed through on her promises.

For Sandra Haugen, that’s more than good business.

It’s the foundation of lasting relationships—and the reason so many buyers trust her to help build not just a house, but a place they are proud to call home.

