

# Cher Rowland's Real Estate Expertise and Atherton

By Abbie Burgess | Photos provided by Cher Rowland



Cher Rowland is a native Californian, born and raised on the mid-Peninsula. She grew up in an Italian/Norwegian household with four brothers. Cher has one daughter and one grandson.

Cher's daughter, Christina Christensen, is an internationally certified riding instructor who specializes in show jumping and dressage. A trainer and barn owner, Christina owns Core Equestrian, which she operates out of the Horse Park at Woodside ([www.CoreEquestrian.com](http://www.CoreEquestrian.com)).

### Piloting the Skies

Cher obtained her Private Pilot's license in 2002 and flies out of the local airports, Palo Alto and San Carlos. "I enjoy the discipline and freedom associated with flying single-engine airplanes," she says.

### Volunteer Involvement

Cher's past volunteer involvement included the "Look Good, Feel Better" program offered through Seton Medical Center, Daly City that taught beauty techniques to people with cancer to help them manage the appearance-related side effects of cancer treatment. The program included lessons specific to skin and nail care, use of cosmetics, fashionable wigs, turbans, accessories and styling. She volunteers with Peninsula Volunteers, Inc., Menlo Park and delivered for Meals on Wheels in Atherton, Menlo Park and Palo Alto in years past. She also enjoys preparing meals at St. Anthony's Kitchen in Menlo Park on occasion.



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A proud member of the Menlo Park Rotary, Cher has been involved in leadership activities within MPRotary including the Scholarship Mentor program and cooking for the annual Breakfast with Santa event.

**Real Estate on the Peninsula**

Cher's former career spanned over 25 years specific to corporate and patent law with some of Silicon Valley's most prestigious law firms, where she specialized in contract preparations and patent prosecution filings. Cher is also a former court reporter for the State of California. She attributes her successful career transition from working in law firms to working in real estate contract negotiating to her straightforward, no-nonsense, direct and honest approach to business.

She is proud to have represented some of the same families consecutively as both sellers and buyers and enjoys making all of her clients' home selling and purchasing experience smooth and seamless. "Most of my sales to date have been referral-based," Cher says.

She has earned the designation of Seniors Real Estate Specialist® (SRES), meaning she has specialized skills and knowledge to better serve homebuyers and sellers ages 50 and over. "In addition, I specialize in listening to my clients needs, preparing the home for sale, being hands-on throughout the entire process, contracting the best terms for my clients and following the sales process every single step of the way from beginning to close of escrow," she explains.

Where does she see the market going? "As more people return to work and confidence builds, and before mortgage rates increase by the end of 2023, I expect that the current consistent sales and inventory in the housing market will increase," she says.

Using her in-depth knowledge of the real estate market on the Peninsula, Cher specializes in this area, including Atherton and surrounding communities. She is especially enjoying getting to know the residents of Atherton through reading Atherton Living's cover stories that feature our amazing neighbors. Cher is a sponsor of those resident feature articles.

To find out more and contact Cher, visit <https://cherrowland.com>.



Cher's grandson Shane with the Golden Gate Bridge.



Cher has her private pilot's license and flies single-engine airplanes.



Cher with her daughter and grandson.



Cher's grandson Shane hiking.

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