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Rachel Pierce

PASSION & PURPOSE

BY DAVE DANIELSON • PHOTOS BY STACY IDEUS



For Rachel Pierce, success in the mortgage industry has never been about numbers alone. It's about people, purpose, and creating an experience that lasts long after the closing table. As a producing area sales manager with One Goal Mortgage powered by New American Funding, Pierce is stepping into an exciting new chapter—one defined not just by leadership, but by the strength, collaboration, and shared vision of the team around her.

A Foundation Built on Experience

Pierce's journey into the financial world began immediately after high school, working at a small-town bank in Illinois. There, she gained hands-on experience across multiple roles, steadily building a deep understanding of lending operations. That early exposure laid the groundwork for what would become a long and successful career.

More than two decades ago, she relocated to the Omaha metro, where she stepped into the mortgage space as a loan officer assistant. Through determination and a natural ability to connect with people, she grew into a loan officer role and ultimately became a top producer both within her company and on a national level.

Now, after more than ten years with her previous organization, Pierce made a strategic move—one rooted in growth, but also in alignment. The opportunity to expand alongside a trusted team across Nebraska and Southwest Iowa was one she couldn't pass up.

"I've done a lot of growing myself," she says. "But what excites me most now is growing together."

A Partnership at the Core

At the heart of this next chapter is Pierce's long-standing partnership with Meggan Jensen, who brings more than 24 years of experience in the mortgage industry. As two of the most seasoned members of the group, Pierce and Jensen have built a relationship grounded in trust, shared values, and a deep commitment to service.

When the time came to make a transition, Jensen played a key role in that decision—reinforcing the importance of building something meaningful together.

"We've been through so much in this industry," Pierce says. "And having someone alongside you who shares your heart for people makes all the difference."

That shared purpose extends beyond the office. Both Pierce and Jensen are deeply committed to serving the Veteran community throughout Southwest Iowa, working side by side to ensure those who have served their country have access to the education, resources, and support they deserve.

Leading With Purpose

At the core of the team's philosophy is a simple but powerful idea: slow down and serve people well.

In an industry that has increasingly leaned toward speed—especially in the wake of the COVID-19 housing boom—the team sees an opportunity to reset expectations and refocus on what truly matters.

"Everything got so fast," Pierce explains. "But buying a home is one of the biggest financial decisions someone will ever make. It shouldn't feel rushed."

Instead of pushing quick pre-approvals or focusing solely on transactions, the team emphasizes education. They take pride in helping clients fully understand

the mortgage process, from budgeting to long-term financial impact.

"We want people to feel confident," Pierce says. "It's not just about getting them into a house—it's about making sure it's the right decision for their future."

A Team Built on Energy and Trust

That intentional approach is reflected in the team itself—a group of professionals who bring both experience and heart to everything they do.

Meggan Jensen serves as a cornerstone of the team, bringing decades of industry knowledge and a passion for helping others. Kelli Lichty, a new loan officer, adds a dynamic presence—stepping in wherever needed and creating value through her ability to connect with people on a meaningful level.

The team is further strengthened by Sammie Pierce, production assistant; Amanda Shannon, loan officer assistant; Kolin Brace, loan partner to Meggan Jensen; and processor Elisha Konecky, along with her trusted loan partner, Krystal Arneson, who has worked alongside Pierce for eight years. Together, they form a cohesive unit that thrives on collaboration, communication, and a shared commitment to excellence.

"We all play a role in making the experience what it is," Pierce says. "It's not about one person—it's about how we show up together."

From left to right: Sammie Pierce, Amanda Shannon, Rachel Pierce, Kelli Lichty, Meggan Jensen, Krystal Arneson, and Elisha Konecky



That culture is built on mutual support and a genuine sense of connection. While the team is driven and focused, there's also a strong sense of camaraderie that carries into their day-to-day work.

"We work hard, but we also care about each other as people," she adds. "That matters."

Relationships Over Transactions

For the team, relationships are the true currency of the business. Their approach is rooted in trust, reciprocity, and long-term connection—not just with clients, but with industry partners as well.

"I'm a giver," Pierce says. "And our team operates the same way. It's about creating value for others, not just expecting it in return."

That mindset has helped foster strong partnerships with real estate agents and other professionals across the region, while also building a loyal client base that continues to return and refer others.

The goal is simple: every client should feel supported, understood, and confident from start to finish—and long after the transaction is complete.

"We want people to walk away feeling like they were truly taken care of," Pierce explains.

Serving Those Who Served

Giving back remains a central part of the team's mission—especially when it comes to supporting the Veteran community.

Through outreach, events, and ongoing education, the team is committed to helping Veterans fully understand and access the benefits available to them through homeownership.

"It's something we're both incredibly passionate about," Pierce says of her and Jensen's work. "Serving those who have served is just part of who we are."

Looking Ahead

As the team continues to grow and expand its reach, the vision is clear: build something lasting, meaningful, and centered on people.

"This is about who we are as a team," Pierce says. "We're building something special together, and we're just getting started."

In an industry often defined by transactions and timelines, the team at One Goal Mortgage is proving that when you lead with heart, prioritize relationships, and move forward together, success becomes something much more meaningful. ♣



Amanda Shannon
Loan Officer Assistant



Meggan Jensen
Home Mortgage Advisor



Sammie Pierce
Production Assistant



Krystal Arneson
Loan Officer Assistant



Elisha Konecky
SR Processor



*We're not just focused on transactions
—we're focused on people,
& making sure they feel confident
every step of the way.*

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