

Q&A WITH

MARTHA W. JOLICOEUR, PA

EQUESTRIAN HOMES & ESTATES OF DISTINCTION

Q: Looking back on more than 20 years in equestrian real estate, what's the biggest lesson you've learned?

A: There are two. Read the contract, and there are no short cuts.

It's also important to let people make transactions on their own time frame, especially when people are buying. If you push a deal, it might come back to bite you.

Q: How has Wellington evolved since you first began representing clients here?

A: The biggest evolution is that people in the equestrian industry want to own property in Wellington. The competition showgrounds used to be leased, but once they were purchased and people knew that the horse show was here permanently, it changed the perspective. People bought farms and homes and now come for long stretches of time.

Q: Your career has spanned both international show jumping and luxury real estate. How has your experience as a competitor shaped the way you serve your clients?

A: I'm at a point now where I was a competitive equestrian for as long as I have been a realtor. When I was riding, I was taught to keep putting in the work and to never give up. You can fall off one day and win the next. The same principles apply to real estate. I've watched deals that might be going south completely turn around. Perseverance pays off.

Q: What do you believe has been the key to building lasting relationships in such a close knit community?

A: Having a reputation for honesty, integrity, and knowing the market. Many of my clients are repeat customers because they had a good experience.



I also genuinely like what I do. People ask me if I miss riding, but I find what I do now to be very rewarding. I enjoy helping sellers by making sure their listings are well-promoted and I also get so much joy out of helping buyers find the ideal property that truly suits their lifestyle.

Q: When you look back on your career, what accomplishment are you most proud of?

A: I'm so grateful for my support group. Not only the people who work with me day to day but also the attorneys and contractors and other resources. Having a safety net of good people that you can lean on is very helpful, especially when navigating closings. The team around you is so important.

Q: What continues to inspire you after more than two decades in the business?

A: I'm most grateful for the people real estate has brought into my life. Many began as clients and became friends long after the closing. Those relationships have also taken me to places I may never have experienced otherwise. I enjoy supporting new agents, learning from their different approaches, and connecting with fellow Realtors who share the same genuine love for what we do.

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