

## From Riding to Real Estate: **MARTHA W. JOLICOEUR**



*Martha Jolicoeur specializes in equestrian properties in Wellington, FL. Photo by Erin Gilmore Photography*

Martha Jolicoeur first became involved in the equestrian industry as an accomplished show jumping athlete. Training under legendary horseman including the likes of Norman Dello Joio, Ian Millar, and George Morris, Jolicoeur competed throughout North America as well as Europe, and was named the American Grand Prix Association (AGA) Rookie of the Year in 1985.

In 1991, Jolicoeur started thinking beyond her career in the saddle. She had moved to Middleburg,

VA, with her then-husband, Pierre, and purchased a farm, balancing her riding with a career in real estate.

"In 2005, I decided to make a big change," recalls Jolicoeur. "I was riding my horse along a hill and thought to myself, 'I'm not getting better at riding, and I really want to secure my future for my family.' I got off the horse and Pierre and I decided that same day to sell the farm and I would focus on real estate full-time.

"I wanted to be really good at something," she continued. "To this day, people ask me if I miss riding. It was a conscious decision to stop riding and focus on real estate, but I feel lucky that I still get to spend so much time at the shows and around the horses."

Relocating permanently to Wellington in 2005, Jolicoeur became a member of the elite Douglas Elliman Real Estate Sports and Entertainment division and was named the top-selling agent in both Wellington and the state of Florida in 2018. Her position has allowed Jolicoeur to generously present the Leading Lady Rider Award each of the 12 weeks of the Winter Equestrian Festival for the past nine years.

"Wellington and the Winter Equestrian Festival have equipped me with unique opportunities to help buyers and sellers find their own piece of horse heaven," said Jolicoeur. "I have been in love with the location since showing here myself as a junior rider and it is that experience and familiarity, combined with a passion for all things horses, that motivates me. I feel the same passion for equestrian real estate that I did when I was in the ring jumping fences myself."

Jolicoeur presents the Martha Jolicoeur Leading Lady Rider Award, given in memory of fellow

realtor and horsewoman Dale Lawler, to the high-scoring female rider based on performances in the weekly WEF Challenge Cup Series and grand prix events. In addition, the cumulative highest scoring lady rider will be presented with the Overall WEF Leading Lady Rider Award at the completion of the 2019 season.

Jolicoeur is also the title sponsor of the Low Amateur-Owner Jumper division throughout the 12-week WEF. The division consists of three jumping events each week, including the \$10,000 Low Junior/Amateur-Owner Jumper Classic held each Sunday.

"I am a horsewoman," she said. "I understand what equestrian clients need and want for their horses and their families. That understanding, as well as my involvement with equestrian events like the Winter Equestrian Festival, puts me in front of a very specific audience, but it is an audience that speaks my language and looks to me to help them make Wellington home."

To find out more about Martha W. Jolicoeur and her range of property listings, visit [www.marthasproperties.com](http://www.marthasproperties.com). Also, find her on Facebook and Instagram for a behind-the-scenes look at her available Wellington properties.

 Lindsay Brock

**Lunch**  
AND LEARN 

**WELLINGTON, FL**

**THURSDAY, MARCH 14 AT 11:30AM**

*The Wellington Club*

**"Muscle Recovery and  
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Contact Kailey Blasius at 561-784-1137  
[kblasius@equestriansport.com](mailto:kblasius@equestriansport.com) for more information.

**ADMISSION IS FREE.**

## **INTERNATIONAL POLO CLUB HAPPENINGS**

The USPA Gold Cup® continues this week at the International Polo Club with the feature match taking place on Sunday at U.S. Polo Assn. Field 1. Check out this week's full game schedule below.

### **TUESDAY, MARCH 12**

10 a.m.: Daily Racing Form vs. Pilot  
4 p.m.: Old Hickory Bourbon vs. SD Farms

### **WEDNESDAY, MARCH 13**

10 a.m.: Tonakawa vs. La Indiana  
4 p.m.: Aspen vs. Park Place

### **SATURDAY, MARCH 16**

10 a.m.: USPA Gold Cup Quarterfinal\*  
4 p.m.: USPA Gold Cup Quarterfinal\*

### **SUNDAY, MARCH 17**

10 a.m.: USPA Gold Cup Quarterfinal\*  
3 p.m.: USPA Gold Cup Quarterfinal\*

Join us for the exciting highlight match of the week on Sunday at 3 p.m. on the U.S. Polo Assn. Field 1. Enjoy brunch in the Pavilion or in the Celebrity Cruises® Polo Lounge or watch the game from stadium seats or tailgate spots. All tickets for Sunday can be purchased online at [www.internationalpoloclub.com](http://www.internationalpoloclub.com).