



Angie Haug, an award-winning Realtor behind the sale of the legendary Fashion Farms equestrian estates, branches out with a Keller Williams Luxury International office in New Hope.

Ahead of the Pack

by BILL DONAHUE | photography by JODY ROBINSON

For anyone with even a passing interest in equestrian sports, the name Fashion Farms has long been synonymous with excellence.

The storied New Hope farm has produced several prize-winning Standardbred broodmares and racehorses, helping its owners—Jules Siegel and his late wife, Arlene—to earn coveted distinctions such as Owners of the Year, Breeders of the Year, and Breeders of the Decade. Earlier this year, in fact, Jules Siegel was inducted into the Harness Racing Museum and Hall of Fame in Goshen, N.Y.

Fashion Farms' grounds are just as impressive as its reputation. "One of a kind," "breath-taking," and "distinctive" certainly apply to the Bucks County expanse, but even those superlatives fall far short of adequately describing the property's beauty and grandeur.

So when Siegel first considered selling Fashion Farms, the property immediately became one of the most desirable estates in the country. Even so, considering the property's immense size (460 acres), towering stature, and \$50 million price tag, the list of potential buyers was extraordinarily slim.

Enter Realtors Angie Haug and Maria Taylor. Haug and Taylor recognized the challenge of selling such a peerless property. They thought Fashion Farms would appeal to a broader base of potential buyers—equestrian and agricultural buyers in particular—if it was parceled into smaller, individual estates. They were right.

In 2015, Haug and Taylor collaborated to sell the first of the available Fashion Farms estates, a 120-acre equestrian property at 1315 Pineville Road. Earlier this year, they sold two more estates on the property—98 acres at 625 Street Road, and 193 acres at 3220 Windy Bush Road, both among the highest-priced properties in Bucks County—to the same buyer

who purchased the Pineville Road estate. Now, as Elk Creek Farm, the three estates remain in agricultural use. Rather than being used for breeding award-winning horses, however, the intact countryside is now populated by grazing Black Angus cattle.

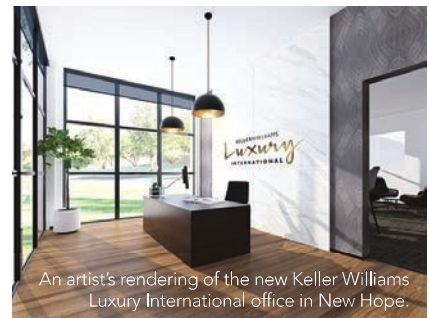
"You rarely see properties like this go on the market," says Haug, who represented Fashion Farms in the transactions; at the time, she was with Berkshire Hathaway HomeServices, Fox & Roach Realtors. "Each property is exceptional in its own unique way, offering spectacular views and gorgeous country residences. I know the surrounding community will be pleased with the Elk Creek Farm's stewardship of the properties."

Meanwhile, Fashion Farms lives on, as it still maintains its primary facility in Buckingham and continues to train horses across the river in New Jersey. Likewise, Fashion Farms' horses continue to make headlines with wins in high-profile racing events around the country.

Making Connections

Haug has been an award-winning, top-producing Realtor every year since 1999, when she started her real-estate career. The Fashion Farms transactions from this year put her in the top 10 sales producers among all Realtors in Bucks County for 2018. Prior to pursuing a career in real estate, she worked in advertising and direct marketing for Fortune 100 companies—expertise that continues to serve her well in her current line of work.

"I enjoy being invited into people's lives, getting to understand their real-estate needs and desires, and then helping them achieve their goals," says Haug, who is now with Keller Williams Real Estate, representing buyers and sellers in Bucks and eastern Montgomery counties. "I'm also a bit of a technology buff, and I



An artist's rendering of the new Keller Williams Luxury International office in New Hope.

embrace those skills to help my clients. The art comes from finding the right medium to effectively market each unique property. With Fashion Farms, we utilized flying drones to offer video tours of the large expanses of land, as well as 3-D technology to make the property's interior come to life."

As a longtime Bucks County resident, Haug focuses her efforts in New Hope/Solebury, Upper Makefield, and surrounding communities. She currently works out of the Keller Williams' Doylestown office, while readying for the opening of a new office in New Hope, under the Keller Williams Luxury International banner.

"What I like most about this business is that I represent all kinds of properties, so I get to connect with all kinds of people, from first-time home buyers to luxury-home owners," she adds. "It could be something spectacular like Fashion Farms or something more traditional, but I get a lot of satisfaction out of using my marketing skills to connect the right person with the right home." ■

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