

POST COPY: From Wall Street to Wellington. Meet the polo-loving visionary behind the first luxury condominium in the equestrian capital of the world.

TITLE: MEET THE DEVELOPER: Neil Hirsch

BODY COPY:

Residents of Wellington know Neil Hirsch as a polo-loving businessman and local philanthropist with a desire to make an impact on children. But he is also a visionary. Hirsch has teamed up with multiple partners to transform the former site of the Players Club in Wellington, Florida, to an iconic, unprecedented luxury condominium. It's time to meet the genius behind the exquisite Coach House Wellington residences and introduce his boutique master-planned property to the world.

While Coach House is his first residential development, his brilliance started early. Neil Hirsch was 21-years-old when he founded Telerate, a technology company that provided securities prices for the international bond and currency markets. For more than 20 years, Hirsch grew the company to become one of the most powerful brands in financial market, and eventually sold the company to Dow Jones. Hirsch is also the former chairman and CEO of Loanet, Inc, and served on the Dow Jones board of directors and management committee. His connection to polo and Wellington is vast. While Hirsch played high goal polo and became a resident of Wellington in 1995, he is spending his first summer there this year. In 1995, Hirsch started the BlackWatch Polo Team and played competitively with his team until 2009.

Hirsch's hometown of Wellington is known as the equestrian capital of the world and is home to the Wellington Winter Equestrian Festival. Polo still plays an important part in Hirsch's life, especially with kids. He is actively involved in the Boys and Girls Club in Wellington (the branch is named after him). "I saw what the Club was doing for the kids here and I became involved," said Hirsch. He still plays an active role in fundraising for them. "We hold yearly charity events consisting of polo, triathlons, and other events to help raise money for the club," he said "And the kids are highly involved with all of that."

So, what was the inspiration for the Coach House project? "There wasn't a product like it," said Hirsch. He saw a niche for luxurious, maintenance-free condominiums, and he knew it would attract high-profile polo players and equestrian estate owners looking to downsize or have a second residence. Hirsch also knew it would attract very affluent people with multiple homes looking for a carefree lifestyle without worrying about home ownership. Coach House recently launched pre-construction sales for the four-story, 34-unit building located at 3410 South Shore Boulevard, on the former site of the Player's Club. And Hirsch's predictions appear to be spot on. Coach House has already scored sales with Ralph Lauren model and top-ranked professional BlackWatch Team polo player, [Ignacio "Nacho" Figueras](#), and his photographer wife Delfina Balquier. Figueras said his interest in Coach House was

the Equestrian connection and the maintenance-free amenities. Plus, he added, it's a wonderful place to raise a family on the sprawling 5.5-acre property.

Indeed, there is nothing like Coach House. Amenities will include a rooftop pool, fitness center and spa, library, boardroom, private dining room, catering kitchen, private climate-controlled garages and private elevators for each unit. The development will also include private cabanas and guest suites. Coach House is a modern sanctuary infused with the richness and warmth of traditional design, accented with exquisite, contemporary amenities. As Hirsch's vision predicted, living at Coach House is easy, refined and comfortable, with a level of service that allows residents to live a worry-free lifestyle. Also keeping with Hirsch's love of polo, Coach House residents will enjoy up-close convenience to world-class polo & showgrounds, as well as over 100 miles of groomed bridle trails. At Coach House, quality is a priority that goes beyond the physical property, infusing care with every aspect of life here. Residents enjoy the dedicated service of a fully staffed property, from the reception team to the concierge. Coach House offers personalized service that provides residents with carefree condominium living. As for Wellington, billionaires such as Bill Gates, Michael Bloomberg and the family of the late Steve Jobs, as well as celebrities Billy Joel and Bruce Springsteen, own properties in the area.

Coach House pricing starts from \$2.5 million. For more information about securing a condominium residence through advance reservation, stop by the Sales Gallery located at 13410 South Shore Blvd., or for best selection and pricing contact the Sales Team by clicking the [Contact Us](#) page.

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