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Martha Ford

FORD REALTY, INC.

Real Estate Is In Her Blood

For Martha “Marty” Ford, real estate isn’t simply a profession she chose. It’s a family legacy she was born into, a business she has spent more than four decades building upon, and, by her own admission, something that never really leaves you.

“I feel like, in real estate, you never retire,” Martha says. “It gets in your blood, and it’s just part of your life. I’m always thinking about the next adventure.”

As broker and owner of Ford Realty, Inc. in Picayune, Martha represents the third generation of a family business with an extraordinary 77-year history. Through decades of changing markets, evolving technology, and countless transactions, one principle has remained remarkably simple: treat people well.

Three Generations of Real Estate

Born and raised in Picayune, Martha graduated from Picayune Memorial High School in 1981 and attended Mississippi State University the following year. Before beginning her sales career, she worked as an appraiser for Home Land Title in Jackson and later transferred to its Hattiesburg location.

But real estate was already familiar territory.

“I grew up in real estate; it was the family business,” she says.

Martha became a licensed real estate agent in 1984 and has been with Ford Realty ever since. Over the years, she continued adding to her professional expertise, becoming a licensed appraiser in 1995 and earning her Certified Manager of Community Associations designation in 1997, followed by GRI and CRS designations in 1998 and SFR in 2010. In 2012, she earned her real estate broker’s license.

Today, she operates Ford Realty as a solo broker and owner, carrying forward a name that has been associated with local real estate for nearly eight decades.

“Our longevity has allowed for knowledge to be passed through the generations,” Martha says.

That institutional knowledge is difficult to replicate. Markets rise and fall.



Technology changes the way homes are marketed, and transactions are managed. But decades of experience create an understanding of properties, people, and the community that only time can provide.

Still Loving the Work

More than 40 years after becoming an agent, Martha continues to produce at an impressive level. In 2025, she completed 31 sales totaling more than \$8.36 million in volume.





What keeps her motivated after so many years isn't a number on a sales report. It's the people behind each transaction.

"Each day, I look forward to seeing and meeting new people from all walks of life," she says.

Her favorite part of the business remains helping match people with the right property and sharing in their excitement when everything comes together.

That's also why Martha believes every client deserves the same level of care, regardless of the size or price of the transaction.

"Treat all clients equally, no matter what they are buying or selling," she says. "Respect everyone equally; it will come back ten-fold."

It's a philosophy that has helped sustain not only Martha's career, but a family business across three generations.

Experience Earned Over Time

A career spanning four decades has also taught Martha that success in real estate rarely comes without sacrifice.

The profession's unpredictable schedule can make balancing work with family and personal commitments challenging. Real estate doesn't always respect evenings, weekends, or carefully made plans.

Yet Martha believes the rewards ultimately outweigh those challenges.

Her advice to agents building their own careers reflects the same straightforward approach she brings to her business.

"Treat others like you would like to be treated," she says. "You will encounter bumps in the road that you will have to overcome, but at the end of the day, the accomplishments will outweigh the obstacles."

For Martha, success itself is equally uncomplicated: enjoying what she does for a living while still making time for family and friends.

Beyond the Brokerage

Martha's commitment to her community extends beyond real estate. She co-founded Animal Advocates of Pearl River County and currently serves on the Professional Standards Committee of the Mississippi Real Estate Commission, as well as on the Advisory Panel for Keesler Federal Credit Union.

When she isn't working, Martha enjoys traveling, attending concerts, trying new restaurants, and deep-sea fishing. She also has a longtime love of antique cars—an interest that eventually led her to purchase a few of her own.

Then there are Kiki and Koko, her pets, who Martha readily admits "pretty much RULE!"

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That ability to enjoy life outside the office is an important part of the success she has worked to create. Looking ahead, she plans to continue investing in real estate and expanding her portfolio with an eye toward creating long-term security for her family.

Professionally, she remains equally committed to providing clients with the best experience possible and keeping the Ford name synonymous with successful, family-owned real estate.

A Legacy Still Being Written

Seventy-seven years is an uncommon milestone for any business. Three generations carrying the same family name through those years makes the story even more meaningful.

Martha understands the responsibility that comes with that history, but she

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isn't simply preserving what previous generations built. She's continuing it.

More than 40 years into her own career, the excitement of meeting someone new, finding the right property, and wondering what opportunity might come next is still there.

Perhaps that's the clearest explanation for Ford Realty's longevity. For Martha, real estate was never merely a job to begin with.

It was family. It became a career. And somewhere along the way, it became part of who she is.

After all, some things simply get in your blood. 🏡

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