



Scepanovic of Ideal Properties Group honored

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Brooklyn, NY According to Ideal Properties Group, one of the leading Brooklyn real estate firms, managing director Aleksandra Scepanovic was selected by the New York Business as one of its Women of Influence honorees. Scepanovic was chosen by Mary Johnson, editor of Bizwomen, and a panel of American City Business Journals editors.

The panel's goal for the award is to identify women in the New York area who not only have successful business careers, but strong track records of paying it forward through community service and mentoring. Scepanovic is part of a group of 78 honorees.

"I am thrilled to be receiving this award in its inaugural year along with so many other powerful and deserving women in New York," stated Aleksandra Scepanovic. "I thrive supporting other women and helping them realize that no matter how 'male-dominated' an industry is, if they are passionate enough, they will succeed in their careers."

In 2007, along with her partner Erik Serras, Scepanovic founded Ideal Properties Group, which specializes in premier Brownstone Brooklyn neighborhoods including Park Slope, Carroll Gardens and Brooklyn Heights, as well as Williamsburg, Gowanus and other sought-after locations throughout the borough.

Earlier in her career, Scepanovic worked as an editor and media analyst in her home country of Serbia. She eventually came to New York and pursued a Bachelor of Fine Arts degree from the Fashion Institute of Technology and ultimately transitioned into the real estate industry. After working together for a couple of years, Scepanovic and Serras identified a need to build a technologically innovative infrastructure for sales and rentals in key Brooklyn neighborhoods.

Having built a home for her firm in Brooklyn, Scepanovic is a strong believer in the need to give back to her community. Each time Ideal Properties Group makes a sale, they provide a portion of the profits to the neighborhood and community organizations such as Park Slope Civic Council, which is committed to helping the urban community in everything from planting trees to preserving historical attractions.

Scepanovic is very adamant about mentoring other women in the field of real estate. Under her leadership, she has helped develop the careers of many other females in the industry, including the company's own director of sales.

The New York Business Journal's Women of Influence is part of an important national effort by American City Business Journals — the largest company in the country devoted to the reporting of local business news — to identify and celebrate women business leaders and to foster business environments that will create even more successful women in the future.