



## **Ideal Properties launches new redesigned website to celebrate its 10th anniversary**

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Aleksandra Scepanovic.  
Ideal Properties

Brooklyn, NY Ideal Properties Group has launched its newly redesigned website: <https://ipg.nyc>. The revamp of Ideal's website was driven by the firm's desire to make reliable real estate and neighborhood data more accessible to its new development, sales and rental teams, clients, customers, colleagues, friends as well as the media. It was unveiled exactly 10 years after the firm was founded on April 27, 2007, celebrating its milestone decade anniversary.

"We are delighted to introduce our new website, and its fresh, bold look," said Aleksandra Scepanovic, managing director of Ideal Properties Group. "The new [ipg.nyc](https://ipg.nyc) is easy to navigate, features customizable searches and offers a seamless experience for all of our users."

Ideal embarked on a yearlong collaboration with videographers, artists, designers, photographers, marketers, external vendors, SEO experts, developers and programmers, in order to make its website a more accurate visual reflection of the city's real estate market, and the company driven by authentic content and data. The new website is strongly focused on producing novel and helpful resources. A sophisticated exercise in simple navigation, the design effort pivots around rich and timely content.

Ideal's users can now log into the website in order to take advantage of curated content, tailored to their role in the real estate process, and specifically designed with those needs in mind. The user is always a click or scroll away from useful, pertinent information - so crucially important in the ever-evolving, fast-paced real estate world of Brooklyn and New York City.

"The last few years saw many changes both in real estate and technology, and we were excited for a fresh reboot of the website for both our agents and the market needs," said Erik Serras, principal broker at Ideal. "This is our website's third incarnation, as we remain committed to staying at the forefront of innovation."

Ideal was founded by Scepanovic and Serras in 2007 and 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.

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