



## **2017 Year in Review: Aleksandra Scepanovic, Ideal Properties Group**

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Name & Title: Aleksandra Scepanovic

Company Name: Ideal Properties Group

Address: 362 Bedford Avenue, Brooklyn, NY 11249

What was your most notable project, deal, transaction or professional achievement in 2017?

In October, Ideal Properties Group launched Hello Townhaus in Prospect Heights. We are the exclusive sales and marketing firm. The eight newly constructed single-family townhouses were developed by Hello Living and are for sale starting at \$3.495 million. These three-story residences do an amazing job at reinterpreting the classic pre-war townhome we all love in Brooklyn. Each individual Hello Townhaus has exceptionally choreographed floor plans that span 2,700 s/f. Hello Townhaus is particularly notable because it was built with building components for superior energy performance, unmatched in any series of single-family townhomes in Brooklyn.

What was the best decision you made in 2017 and why?

The most exciting decision that my partner and co-founder of Ideal, Erik Serras, and I made, is to expand Ideal to Manhattan. In December, we announced our new Chelsea location and proved to the marketplace that a boutique Brooklyn firm can thrive and be a solid competitor across all of the boroughs. Centered between the Flatiron building and the Highline, the Chelsea location embodies a natural corollary to Ideal's continually flourishing enterprise, evolving out of our clients' repeated demands – corresponding to our last decade in the business – to bring our services into Manhattan.

Who or what contributed to your success in 2017 and why?

I have to single Erik out as the top contributor to my success this year. Partners in both business and life, we founded Ideal 10 years ago (in April 2007) and have continuously worked together, side-by-side, to make it one of the most successful real estate firms in Brooklyn. His unwavering support of both me as Managing Director and separately as mother and life partner has led me to where I am today.

What trends will impact your business in 2018?

I believe that the newly revealed tax plan will start impacting people's decisions to buy and sell homes. While top earners are not likely to much edit their course, middle income families may be tempted to reconsider the nature of their involvement in real estate transactions. I also think that the increased use of technology will continue to impact real estate. Ideal has always been technologically innovative, and our programming and development teams, strongly inspired and buttressed by our business and marketing teams' innovative ideas and expertise, will continue to advance Ideal's presence in the NYC marketplace in 2018.

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