



2019 Year in Review: Aleksandra Scepanovic Ideal Properties Group, NYC

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Name: Aleksandra Scepanovic

Company: Ideal Properties Group, NYC

What are your predictions for commercial real estate in 2020?

The de-evolving landscape of “retail as we know it” is likely to further transform in 2020. As store closures and retailer bankruptcies amass, fulfillment centers take their rightful place on the timeline of American consumers’ changing notions of what the buying process should look like. Once, there were butchers, bakeries and milkmen. Then came the supermarkets with an occasional, flourishing fine foods store in tow. The 2020 (and beyond) way of retail is one of flourishing and multiplying fulfillment centers. On the multifamily front, the summer’s rent law changes have negatively impacted the NYC small property owners’ ability to capitalize on their investments – the trend poised to continue in 2020 as the legal challenge has the rulings pegged as unconstitutional.

What was your greatest professional accomplishment in 2019?

Creating lasting value for the company’s sales teams of both experienced brokers and novice agents alike through engineering, delivering and implementing hard- and soft-skill training programs aimed at making the salesforce impervious to – and welcoming of – changing market conditions.

What was your most notable project, deal, or transaction in 2019?

Development of the finer architecture of the company’s database to buttress and support the ability of Ideal’s salesforce to competently and efficiently navigate any market conditions.

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