

SPOTLIGHT

# Aleksandra Scepanovic

## Ideal Properties Group

Over the past decade, Aleksandra Scepanovic has grown the independent real estate firm, Ideal Properties Group, from a hopeful concept into one of the top private real estate agencies in New York City. With an ever-expanding portfolio of exceptional properties across Brooklyn and Manhattan, five offices, and no plans of stopping anytime soon, Aleksandra is making a name for herself as one of the leading women in New York real estate.

Aleksandra was born and raised in what is now known as former Yugoslavia. Growing up, she was fascinated by the glorious Eastern European history that enveloped her, a history of beauty and

humanity, but also a history of conquest and war. Her interest in ancient human history is what lead to her to study archaeology in college.

However, in the early 1990's when Aleksandra was still in college, a civil war erupted in her home country. The war shifted her perspective, and she felt that she needed to capture and document the history happening right in front of her, instead of focusing on the past.



She put a pause on her studies and began reporting on the war in Bosnia. Working as a war-time journalist, Aleksandra spent the first few years of her young adult life on the front lines, recording the inner workings of the incomprehensible conflict. She spent years watching her home country divide and wither away, witnessing the violence and turmoil obliterate it daily.

After working as an editor and media analyst post-conflict, Aleksandra moved to New York City, where she instantly fell in love with the concept, character and charm of its neighborhoods. From the sky-high buildings to the brownstone-lined streets, her mind was

brought back to simpler times before the war, when she had been able to appreciate the unspoiled (by artillery) beauty and architecture around her. After spending years covering the conflict, she felt the need to rebuild and recharge, and was drawn to the powerful energy of the city she now calls home.

Inspired by that need, Aleksandra enrolled in the Fashion Institute of Technology (FIT), where she earned a Bachelor of Fine Arts. The interior design courses she took at FIT sparked an undying love for design, a perfect crown to an analytical foundation. Transforming into a New Yorker, along the way, through her love of the built space, Aleksandra also discovered a passion for real estate as a financial aspect of the built environment. So it somehow became only natural for her to open a real estate chapter in her career by signing on with a boutique brokerage in Manhattan. What followed was many years of getting to

know the ins-and-outs of the city, and the ins-and-outs of a fascinating industry. Throughout, she felt a special connection to the brownstone neighborhoods of Brooklyn.

Aleksandra believed that the borough at the time was a blank slate, filled with untapped potential, and that it was about to find its way to the maps of not only developers but also those seeking a change from Manhattan, and beyond. Soon, the borough would indeed see an influx of interest, and Aleksandra and her partner Erik Serras found that the borough was lacking a forward-thinking, tech-savvy yet borough-centric real estate brokerage. The outfits active in Brooklyn at the time were either clumsy extensions of corporate Manhattan brokerages, or arrested-in-time mom and pop enterprises with limited footprints that rarely overlapped.

And so Aleksandra set out to build that strong, technologically superior

firm that focuses on the borough and in 2007, at the very cusp of a country-wide financial meltdown, Ideal Properties Group was born.

Ideal has since grown – from two enthusiasts dreaming a big real estate brokerage dream in a tiny room in Brooklyn – to over 250 real estate professionals across four Brooklyn offices. Most recently, the company, under Aleksandra's tutelage, has expanded into the Chelsea neighborhood of Manhattan. Through her real estate career, Aleksandra, backed with an amazing and strong team, has had the opportunity to meet some incredible people and to represent some stunning properties in her favorite neighborhoods. And she's never stopped exploring or learning how to understand the future by having a good grasp of the past. ☺

Aleksandra Scepanovic is co-founder and managing director of Ideal Properties Group.