



## Ideal Properties Group Celebrates 10th Anniversary with Revamped Website

Ideal Properties Group, a leading Brooklyn real estate firm, 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," stated 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.