



OCTOBER 2017
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IDEAL PROPERTIES GROUP



A love of creative collaboration, branding, and marketing has taken this director from interior design to fashion to business development.

Jennifer Bocian

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Jennifer Bocian is the director of Business Development at Ideal Properties Group, a premier real estate agency dedicated to finding homes in Brooklyn. A native New Yorker, Jennifer grew up in Long Island and earned her undergraduate degree in upstate New York at Syracuse University studying interior design.

Once completing her education, Jennifer started her professional career on Seventh Avenue in the fashion industry, working for Calvin Klein on the product development team for women's collection accessories. Thereafter, she debated taking on the music industry, when one day she ran into a friend who just so happened to be looking for someone to fill a position at her real estate development firm. She decided to take the leap into the industry and began a temporary position, which led to a 12-year tenure as the director of Sales, Marketing, and Design. It was there that she learned the craft of collaborating creative efforts to successfully promote several sectors of real estate including residential, commercial, boutique hospitality, and retail. The industry provided a perfect opportunity where all her skills and interests could be honed towards the branding and marketing of several new developments while learning the nuts and bolts of residential and commercial real estate. During her time in this position, she managed, renovated, negotiated, and sold thousands of co-op and condominium units as a sponsor's rep and oversaw all design and marketing efforts for the firm.

Jennifer then moved on to hold a variety of positions at a few developer and brokerage firms while keeping a keen focus on new development brand building, marketing, sales, leasing, and project management.

This journey brought her to her current position: director of Business Development at Ideal Properties Group. Jennifer has been with Ideal since January of 2016, heading up the new development division. In addition to pitching new projects, she oversees all aspects of the creative process through time-sensitive project management efforts. Constant communication with her sales and leasing teams is ongoing, as well as servicing her clients. From brainstorming new ideas in promotion, target market assessment, pipeline and comparable analysis study, online media, web design, advertising, public relations, and event management, Jennifer oversees all aspects from project inception to the very last lease and/or sales transaction.

When asked how she ended up at Ideal and in Brooklyn for that matter,

Jennifer said she moved from Manhattan out to Brooklyn in 2010 and immediately fell in love with it. That moment she decided she not only wanted to live there, but wanted to work there too. Her resumé was filled with a very corporate background, and she was ready for a change. She wanted to participate in an environment where she could put her plans into action directly with the owners of the company, and work side by side with a strong team of brokers, creative, and management. The culture of Ideal was new and exciting, and she realized she was given an opportunity to collaborate with two innovative like-minded individuals, Aleksandra Scepanovic and Erik Serras, who are committed to the ongoing successful expansion of their business.

To achieve success in real estate, Jennifer credits her thick skin, knowledge, and persistence. "If you don't have something you want, you simply cannot be afraid to go after it and get it," said Jennifer of her success and her advice to those trying to break into the industry. "Be hungry and have desire. You have to want to be successful in order to achieve that success. For long-term goals, it is not only about working hard; but also working smart and being as diligent and concise as possible. Learn to become detail-oriented and resourceful. If you are unsure of a solution, break out all the stops and figure it out. You must see the bigger picture and work towards that end goal using every advantage available to you."

Outside of work, Jennifer participates in some lively passions. She loves music and dance from the Middle East and North Africa, and has been involved with the award-winning Mosaic Dance Theatre Company as a dancer and stage hand since 2000. She loves animals and history, and appreciates any opportunity to learn about either subject. She also enjoys traveling to places that are filled with cultural and design inspiration, such as Egypt, Japan, the Galápagos, Europe, Iceland, and amazing destinations right here in North America.

As for her future? She just bought a condo in Prospect Heights, so that can be crossed off the checklist. For Ideal, she would like to continue building its development brand and continue its rapid expansion.

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