

For Immediate Release
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Who Is Looking to Rent in Downtown Brooklyn?

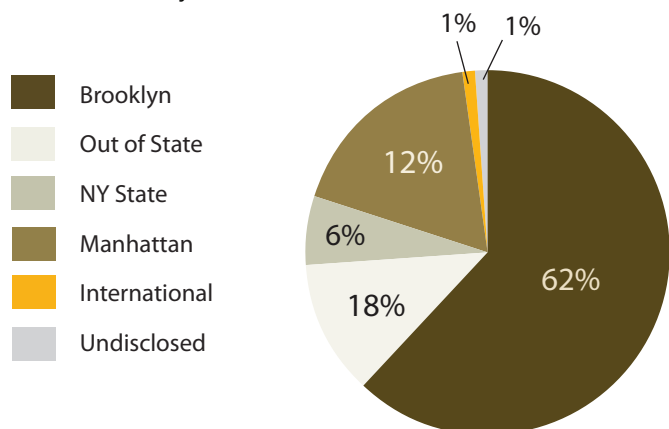
As rental season nears close of year, renters explore Fort Greene's offer

Gone with the heat of the summer are out-of-staters' explorations of Downtown Brooklyn's residential rental offer. The economic climate of the times seems to be appealing to people's comfort zones. Locals, Brooklynites, are back on the market, exploring their immediate vicinity for better rental options.

Still, this summer's trend of exploration of affordable rental options continues unabated...

Results

62% of people who looked at residential rental units during the Third Quarter of 2008 in Downtown Brooklyn - live in Brooklyn.



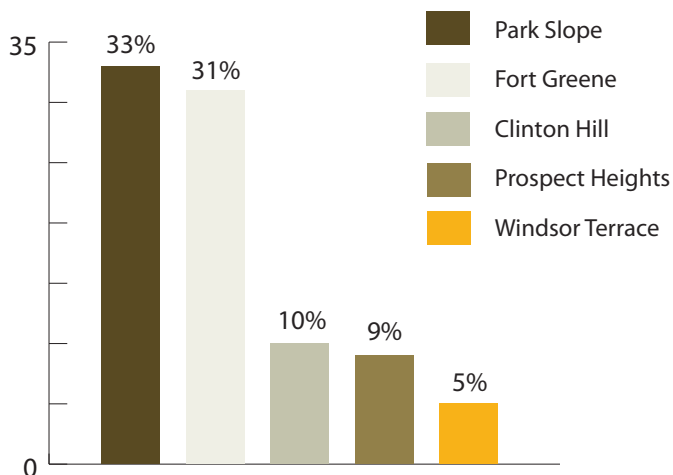
Top Rental Destinations

A worthy challenger seems to have appeared in the Fourth Quarter of 2008 - a challenger that nearly equaled Park Slope's traditionally uncontested lead on the list of preferred rental destinations in Downtown Brooklyn.

Having attracted 31% of total renter inquiries, Fort Greene is solidly second on the list of neighborhoods most targeted by tenants looking to rent in the area.

For the first time in 2008, an almost equal number of tenants considered Fort Greene as did Park Slope.

The most immediately noticeable reason for the spike may be the disproportionately higher offer of "no fee" rental units in Fort Greene (vs. Park Slope).



About

Ideal Properties Group LLC is a Brooklyn-based real estate brokerage firm specializing in residential rentals and commercial leasing projects.

Established in 2007, this dynamic team employs a number of top producing agents, researchers and design professionals from a variety of design fields.

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