



Ideal Properties Group LLC
232 Court Street, Brooklyn NY 11231
78 Seventh Avenue, Brooklyn NY 11217
462 Third Avenue, Brooklyn NY 11215
(ph) 718.840.2757 | (fax) 718.228.9359
(e-mail) info@idealpropertiesgroup.com
<http://idealpropertiesgroup.com>

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Ideal Properties Group Opens Third Office in Brooklyn

BROOKLYN, NY — Ideal Properties Group, the leading residential rental and commercial leasing brokerage company in Brownstone Brooklyn, announced the opening of their third office in Brooklyn, New York.

Ideal's third location in the last three years, the 2,200 s/f office occupies the ground floor of a landmarked brick building at the corner of Court and Baltic Streets, and will include a training and recruiting facility.

A compelling extension of a successful year, the opening of the Cobble Hill office directly builds on the young company's constructive positioning in the industry.

Staying true to their projected expansion plan, Ideal's newest operation will focus on integration of the area's rental markets with their nascent residential sales effort.

A relentless practitioner of a decisively ethical approach to the real estate brokerage business, Ideal is closely intertwined with the communities they serve. "We have felt that despite having an active presence in the charming neighborhoods of Cobble Hill, Boerum Hill, Carroll Gardens, and Brooklyn Heights.... we were still underserving the area," said Erik Serras, the company's CEO. "The addition of the new office will allow our experienced agents and brokers, strengthened by a recent influx of new recruits, to tap into the area's market with added enthusiasm," Serras elaborated.

Ideal's human resources director Henry Tsaur announced that the Cobble Hill office will start serving the area with 20 brokers and salespeople. Built on solid technological grounds, and with an enduring commitment to research and design, Ideal's highly developed infrastructure could support — according to the company's business development team — in excess of 1,000 agents in the area.

"With our passion for the area, and with our clients' interest and needs in mind, the opening of the Cobble

Hill office seems like an intuitive fit," Ideal's CEO concluded.

The Court Street office adds to Ideal's existing locations in Park Slope and Gowanus.

About

Ideal Properties Group LLC is a Brooklyn-based real estate brokerage firm specializing in residential and commercial rentals and leasing. This dynamic team employs a number of top producing agents, researchers and design professionals from a variety of design fields.

Press Contact

Aleksandra Scepanovic, Managing Director
ascepanovic@idealpropertiesgroup.com
718.840.2757