

Ivy Hill Park Keeps the Summer Sweet Once More, Treating 400 Residents to a Third Visit from Danny's Soft Serve Corp

NEWARK, NJ, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [Argo Real Estate](#) welcomed Danny's Soft Serve Corp. back to Ivy Hill Park Apartments for a third time on August 21, treating 400 residents to complimentary ice cream as part of its summer resident appreciation series. The event took place at 5 Manor Drive in Newark, N.J., the home of New Jersey's largest privately owned apartment complex.



The third visit from Danny's Soft Serve Corp. caps a summer of community building at Ivy Hill Park Apartments. Argo Real Estate launched the series to invest directly in the residents who call the community home, building on a philosophy of hands-on, consumer-focused management that the company has practiced for more than 70 years.

"Three visits in, and the excitement from our residents feels just as fresh as the very first afternoon Danny's Soft Serve pulled up," said Ernesto Rivera, Director, Ivy Hill Park Apartments, Argo Real Estate. "This series has become a true summer tradition, and the joy our residents bring to these afternoons is exactly why we keep coming back."

The summer ice cream series is one of many resident engagement programs Argo Real Estate coordinates throughout the year. Across three visits, the series has brought complimentary treats to approximately 1,200 residents, a milestone that reflects the company's commitment to going beyond property maintenance to actively investing in the people and the communities they share.

About Ivy Hill Park Apartments:

Ivy Hill Park Apartments is New Jersey's largest privately owned apartment complex, offering affordable studio, junior one-bedroom, one-bedroom, two-bedroom, and three-bedroom

residences in a beautifully landscaped, park-like setting. Located at 5 Manor Drive in Newark, N.J., Ivy Hill Park Apartments provides residents with a comfortable and welcoming community designed to feel like home in every season. The property is managed by Argo Real Estate, one of New York City's longest-standing independent property management companies, which has set the standard for hands-on, consumer-focused, and ethical service as an owner/manager for more than half a century. For leasing information, call (973) 371-7500 or visit www.ivyhillparkapts.com.

About Argo Real Estate:

Founded in 1952, Argo Real Estate is one of New York's longest-standing independently owned real estate companies. Argo is an owner, developer, and manager of over 12,000 units with a longstanding reputation for integrity and client service. Argo's in-house brokerage team has been responsible for more than \$1 billion in sales and development transactions. Its Closings and Transfers Department received the city's number one rating. In addition, Argo was named in Crain's Business New York "Best Places to Work" feature for four consecutive years.

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