



Platinum Properties celebrates five year anniversary

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With more than 150 people in attendance, including brokers, guests, and prominent local management firms Rockrose Development Corp., Metro Loft Management, TF Cornerstone, Glenwood, A.D. Real Estate Management and The Hakimian Organization, Wall St.-based residential and commercial services firm, Platinum Properties, celebrated its five-year anniversary at 75 Wall St.

"We are incredibly proud to have reached this milestone," said Khashy Eyn, the president and CEO of Platinum. "In 2005, I set out to create a firm that honed in on the incredible deals in the Financial District, and now five years later, we have become the go-to firm downtown, are regularly doing business throughout the city, and have forged incredible relationships both in New York and overseas. This has been a rewarding experience and I am looking forward to the next 20 years of success."

Commemorating five years of continued growth and success, including opening two additional offices in Midtown and Paris, France, the event doubled as Platinum's annual holiday party, complete with small awards ceremony honoring everything from the broker offering the "Best Customer Service" to "Top Producer 2010" and "Most Innovative."

The choice to host the party downtown was significant, as Platinum has become synonymous with the Financial District. Accounting for more than half of the neighborhood's transactions, while helping to restore its rise as a coveted residential destination, the firm still holds the record for the single highest residential sale in the area for \$7.82 million.

Additionally, Platinum produces one of the only full-scale reports dedicated solely to the Financial District, called The FiDi Report, which has become an industry standard for measuring the pulse of the neighborhood's real estate market.

Over the past five years, the firm has grown from just four agents to over 65, and expanded to include a partnership with Luxury AttachÃ©, an in-house legal counsel, commercial sales and leasing and Platinum Properties Commercial Investments, a new real estate advisory services division offering expertise and solutions to distressed property owners, lenders with non-performing debts and investors. Its new residential property management division, Platinum Management, oversees a portfolio spanning more than 50,000 square feet, valued in excess of \$100 million.

Under Eyn's leadership, Platinum has also brokered some of the most memorable deals in Manhattan real estate. When no other brokerage could accomplish such a feat, the company stepped in and was able to sell the last three original penthouses at Trump World Tower for \$33.7 million, which turned heads even back in 2007. Last year, two of the city's most luxurious penthouses at William Beaver House, which had been on the market together for \$11.5 million, sold

for a combined \$5.3 million. In 2009, the firm also led negotiations for a coveted triplex penthouse at The Continuum tower in Miami Beach, which sold for \$9.9 million and closed in just 48 hours.

Through Platinum Properties Commercial Investments, which was formed earlier this year, Platinum struck a major deal at 14-20 West 40th Street for \$52 million, after enabling their client to assume control of a non-performing note for \$41 million. The site will soon be transformed into an 189,000-square-foot hotel-condominium overlooking Bryant Park.

Up next, the firm is focusing on opening two new offices in Miami and Los Angeles, a feat which demonstrates Platinum's continued growth and resolve to conquer new promising markets.

For more information on Platinum Properties, call (212) 825-0050 or visit www.platinumpropertiesnyc.com.

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