



Platinum Properties opens Midtown West office

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With new residential development on the rise in both the Midtown and Upper Manhattan markets, Wall Street-based brokerage firm, Platinum Properties, has opened its new Midtown office at 1441 Broadway, in Times Sq. The firm custom designed the 5,000 s/f corner office on the building's 24th floor to accommodate up to 45 agents.

"Now that the interior design work has been completed, we're excited to open our new office space which will enable us to better serve our Midtown-based clients," said Khashy Eyn, president and CEO of Platinum Properties. "Our new office is able to accommodate Platinum's growing number of agents who specialize in these burgeoning markets and we are proud to have found such a key, central location from which to grow our business."

Platinum's office space at 1441 Broadway marks the company's third branch, including its flagship and first office at 30 Wall Street downtown and international office in Paris, France on the Avenue des Champs Elysées. The company tapped Orlando Rodriguez of Paradigm Design NY, who also served as the architect for Platinum's Wall Street office, to handle the build out of the space, while Weeks-Lerman oversaw the interiors.

Offering dual entrances on Broadway and Seventh Avenue, the 38-story office building is also home to other prominent tenants including Liz Claiborne Inc., Jones of New York and Tommy Hilfiger.

Established in 2005, Platinum Properties is a Wall Street-based real estate services firm with a steadily growing sales staff of more than 60 street savvy agents. The company, led by CEO and President Khashy Eyn, represented the buyers on some of the City's most notable residential transactions, including the \$33.7 million sale of the final three penthouse units at Trump World Tower, the \$7.82 million sale of the most expensive single residential unit in the Financial District at The Setai, New York, the combined sale of \$5.3 million for two of the city's most luxurious penthouses at William Beaver House, which had previously been on the market together for over \$10 million, and the recent \$9.9 million sale of the oceanfront triplex penthouse apartment at The Continuum tower in Miami Beach, which closed in just 48 hours. In addition to residential sales and rentals and the company's new commercial division, the firm has expanded its services into property management, including its successful Platinum Management program, which has proven instrumental in serving the needs of international investors looking to own and manage property in Manhattan, as well as launched an on-site leasing and sales division.

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