



Executive of the Month: Khashy Eyn, founder & CEO of Platinum Properties: Among the most respected names in New York's real estate industry

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As the founder and CEO of Platinum Properties, Khashy Eyn is among the most highly respected names in New York's esteemed real estate community.

Eyn decided on a career in real estate when still a teenager, and pounded the pavement at firms both small and large to learn all he could about his chosen field. After amassing nearly a decade of valuable experience, he struck out on his own and founded Platinum Properties in 2005.

Displaying a confident and keen understanding of the market, Eyn launched his firm very deliberately on Wall St. in lower Manhattan. In the years following 9/11, many real estate professionals shied away from the neighborhood's quickly emptying high-rises. Eyn, however, did the opposite.

Starting with a team of only three agents, the firm grew rapidly in size, reputation and expertise, and today employs nearly 85 deeply knowledgeable and ambitious brokers. Flanked by his sister Dezireh, the company's COO, and president Daniel Hedaya, Eyn has helped transform the Financial District into one of Manhattan's most sought-after residential and commercial locales.

Having initially focused on the growing inventory of luxury sales and rentals in the Financial District, Eyn has since strengthened the firm's footing in other residential neighborhoods of New York City and Queens, including Long Island City. He also expanded the firm's practice areas to include commercial leasing, while opening an additional office in Midtown Manhattan.

A former real estate agent, Eyn used his extensive background in sales and leasing to propel him towards development, a part of the industry that has always fascinated him.

As CEO, Eyn oversees all company sales and investments and leads the firm's international business sector. He has also been instrumental in establishing and maintaining relationships with local developers, landlords, management firms and key investors across the globe.

In 2009, working alongside Hedaya and president of EU sales, Arie Abadi, Eyn created The Platinum Management Program, an in-house management division that helps international clients to maximize their investments.

He also spearheaded Platinum Properties' expansion into Europe, with a new office on the Avenue des Champs Elysees in Paris. Focused on providing clients with the best services, Eyn believes that this location will attract a discerning international clientele and allow Platinum Properties' agents to exceed even their own high expectations.

Eyn's proven record now comprises some of the most memorable deals in modern real estate, including the \$33.7 million sale of the remaining three penthouse units at Trump World Tower, the record-breaking \$7.82 million sale of the top-floor penthouse at The Setai, New York - the most expensive sale for a single residential unit in the Financial District's history - and the recent \$25

million sale of the triplex penthouse apartment at The Continuum Tower in Miami Beach.

Under the watchful eyes of Eyn and Ray Cecora, the firm's director of acquisitions, Platinum Properties now also offers commercial real estate financial advising. Since being launched in 2010, this arm of the company already boasts a portfolio featuring 40 West 14th St., which closed for \$41 million, 111 Washington St., which earned \$50 million, and 72 Madison Ave., sold for \$29 million.

In addition, Platinum Properties placed 200 Chamber St.'s penthouse on the market with an asking price of \$16.95 million, and represented the \$11.5 million sale of 92 Laight, which fetched the second highest price per s/f in TriBeCa's history.

Eager to give back, Eyn is a benefactor of several charitable organizations, including Happy Heart Foundation, Friends of the Israel Defense Forces (FIDF), which helps support social, educational, and recreational programs and facilities for Israel's soldiers, and the Israel Children's Centers (ICC), an organization dedicated to promoting the social, psychological and physical development of Israeli children. He is also on the board of Lifeline New York, which works with the HRH Crown Princess Katherine Foundation to improve the health and welfare of all those in need in Serbia.

Eyn obtained a bachelor's degree in Real Estate from Baruch College with a minor in Law, and has taken multiple courses in real estate offered through various universities. His hobbies include traveling, art, sports and spending time with his family.

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