



## **Platinum Properties names new chief executive officer**

February 11, 2025 - Front Section



Dezireh Eyn

Manhattan, NY Platinum Properties named co-founder and chief operating officer Dezireh Eyn has been named the company's new chief executive officer. Co-founder Khashy Eyn, who has served as the firm's chief executive officer since 2005, will serve as chairman and will look to grow the company's commercial division. Simultaneously, Eyn will focus on growing a company that is female led.

"With a keen understanding of today's real estate industry and what motivates our employees, Platinum Properties represents several strong core values, including diversity, health before wealth, and family first that all contribute to a collaborative culture that can be hard to find in today's real estate industry," said Eyn. "In my new role as CEO, I will continue to build the Platinum Properties brand, be a part of our agents' journeys give them the tools they need to succeed and stay authentic to our values."

Additionally, I look forward to working with several impressive women who are taking over our leadership roles and sending a message to the real estate industry that we are an inclusive and representative firm for a primarily male-dominated industry."

Eyn has been at the forefront of the company's evolution since its inception, driving its success and fostering a dynamic, people-focused culture with over two decades of experience in the New York City real estate market. During her tenure at Platinum, Eyn has built long-term relationships with the brokerage community and has a strong track record in cultivating a positive work environment. For the last 20 years, Eyn has overseen all facets of the business including, but not limited to, spearheading the financing, human resources and marketing departments as well as developing one-on-one relationships with employees, agents and clients alike. One of her many notable accomplishments includes securing Platinum's representation of 116 John St., the largest building within the brokerage's portfolio that led to a partnership with Silverstein Properties, now one of the firm's most significant landlord relationships. Eyn graduated with a B.A. in Economics with a minor in Business from New York University and holds a law degree from Cardozo School of Law.

Under Eyn's leadership, Platinum Properties is being reimagined with a female leadership team. In addition to its new female CEO, Platinum Properties is led by president, Teresa Stephenson, who has held this position since 2019. Prior, Stephenson was promoted to vice president in 2016 and has been with the firm as an agent since 2012. Stephenson has climbed the corporate ladder due to her work ethic and impressive completion of sales and leasing deals. Joining Eyn and Stephenson is Caitlin Trevino, newly-named vice president of operations — working closely with Platinum agents to ensure that the best resources and workflows are in place to guarantee their success.

"I have worked alongside Dezireh for the last 20 years, and together we have built the reputable, honorable and successful brokerage that Platinum Properties is known as today," said Khashy Eyn. "During this time, I have watched Dezireh prove herself to be a leader with strong relationships across the industry. Her wealth of experience in all facets of our real estate world, as well as the opportunity she's garnered working very closely in the day-to-day operations with both agents and managers, make her an ideal candidate with a unique perspective to take Platinum Properties to even greater heights. I look forward to seeing all and more that she will accomplish."

Platinum Properties holds some of the city's most memorable real estate transactions, including facilitating the deal for Greenpoint's priciest condominium on record to date – a four-bedroom penthouse at The Huron at 29 Huron St. that closed for \$5.7 million in an all-cash deal last October. Last summer, Platinum Properties represented a tenant who agreed to pay \$125,000 per month for a six-bedroom apartment at 100 Vandam in Hudson Square. At the time, this was the city's priciest residential lease. Platinum Properties also brokered a \$250 million deal for a 400-unit residential building at 116 John St. purchased by Silverstein Properties in 2021.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540