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## PLATINUM PROPERTIES HIRES PR GURU AS LUXURY BROKER

Date: 17 Jul. 2013

Source: The Real Deal

Catherine Saxton, chairman of the public relations firm the Saxton Group, has joined residential brokerage Platinum Properties as a luxury property advisor, where she will handle sales and rentals listings, Platinum executives told The Real Deal exclusively.

In this role, Saxton will also work with buyers, gearing her services toward high-end luxury clientele, Platinum President Daniel Hedaya told The Real Deal.

"Given the market conditions right now, especially in the super high-end market, having Catherine on as a member of our team is going to prove to be a valuable asset we can offer to our clients," Hedaya said. "Her experience in and with these types of clientele — she's very well suited to assist and help in any real estate process they encounter."

At the time of writing, Saxton did not have any listings in her name.

Saxton, who has been a PR executive for 25 years, has represented clients such as Ivana Trump, Rick and Kathy Hilton, the Plaza Hotel and the Waldorf-Astoria, among other brands.

Saxton will be working in-house for Platinum, Hedaya told The Real Deal, while continuing to work with her firm. Asked whether her compensation will be commission-based or salaried, Hedaya declined comment.

The firm has yet to determine whether it will bring on additional luxury property advisors.

"That will be determined in the short future, but it is something that I think we are looking to grow," he said. "There's demand for these types of services, for these types of people to service these clients."

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