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Platinum Properties Expands Sales Focus



Dominant Manhattan Brokerage Increases Presence in High-End and Multi-Family Sales Sector Building on its established foundation in the Manhattan residential market, luxury real estate brokerage Platinum Properties is strengthening its focus and team to high-end sales in both the residential resale and multi-family markets. The steadily growing firm, which is known for notable transactions including the \$13 million sale of a penthouse at 200 Chambers Street, \$25 million sale of the penthouse at Continuum Miami, and the \$34 million sale of the Trump World Towers, is adapting to meet the rising demand for luxury and investment properties throughout New York City. As a result of the firm's attention to the luxury sales

market, Platinum Properties has seen its number of high-end sales increase by 170% since 2012.

“As the high-end sales market in Manhattan continues to surge and break records, we are strengthening our focus and energy on luxury resales and prime multi-family properties,” said Khashy Eyn, Founder and CEO of Platinum Properties. “Due to our firm's strong marketing efforts and experienced team, we have the ability to evolve and cater to the ever-changing marketplace.”

Platinum Properties has quadrupled its exclusive listings they represent when compared to last year. Additionally, the firm has seen the overall dollar value of their exclusive listings increase threefold as the firm's focus on representing premiere properties expands. Platinum Properties also secured a number of notable listings including the exclusive penthouse at the Setai Wall Street, 114 Liberty Street, Commerce House – a completely renovated townhouse in the West Village, 174 Delancey Street – a \$7.25M multi-family building in Manhattan's Lower East Side, and 124 East 37th Street – a \$5.25M mixed-use property in Murray Hill. The brokerage recently represented both buyer and seller at 607 East 11th Street, a renovated multi-family property that offered 20 residential units.

“After negotiating several penthouse sales in both 2012 and 2013, we feel that our business model lends itself to marketing trophy properties as we devote an exceptional amount of resources into each property we represent,” added President of Platinum Properties, Daniel Hedaya. “We are looking forward to putting several pristine properties on the market throughout the remaining months of 2013, and into the New Year.”

ABOUT PLATINUM PROPERTIES

Established in 2005, Platinum Properties is a New York City-based real estate brokerage firm with offices in the Financial District and midtown Manhattan, as well as internationally in Paris, France, which provides residential and commercial brokerage, property management and design services. Steadily growing with a staff of about 65 street savvy agents, Platinum Properties manages over \$350 million of real estate and has handled

many notable residential transactions including the \$13 million sale of a penthouse at 200 Chambers Street, a record-setting price for the building, and the \$25 million sale of the oceanfront triplex penthouse apartment at The Continuum South Tower in Miami Beach.