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From Hospitality To Real Estate

Philip Askeroth "This is truly a business I enjoy and one that allows me to connect with people from all over the world on a day-to-day basis." Platinum Properties

A former restaurant and lounge manager, Philip Askeroth initially set his sights on a career in hospitality and had always envisioned that his goals would never waver too far from this path.

"I enjoyed working at various clubs and lounges—the clientele was always changing and I loved having the chance to observe the New York City lifestyle from a behind-the-scenes perspective," said Askeroth, a native Swede who moved to the United States from Germany shortly after completing high school in 1999.

While studying business and philosophy at St. Francis College in Brooklyn Heights, where he later graduated Summa Cum Laude, Askeroth worked at many established eateries and lounges in Manhattan, including the upscale lounge Social Club at 14 East 27th Street and French bistro Pastis.

Over the next couple of years, Askeroth honed his managerial skills and continued to focus on the hospitality industry. However, while visiting his sister, Cecilia, at her new job as an agent at Platinum Properties, an up-and-coming downtown brokerage firm, Askeroth decided to further develop his own interest in real estate and soon after joined his sister as an agent with the firm.

"I could tell that Platinum Properties was very young and progressive, and there was so much potential for further growth that I couldn't help but be curious," he said. "I immediately set out to get my license and

started working in the industry right away."

After obtaining his real estate license, Askeroth, who is fluent in both Swedish and German and proficient in French, set his focus on the rental market and quickly worked his way up to one of the top leasing agents at Platinum. Since joining Platinum two and a half years ago with a concentration on the rental market, Askeroth has shifted his focus within the last 12 months into sales and acquisitions both nationally and internationally, as well as commercial real estate here in New York.

A constant achiever, he has been named one of the top agents at the firm in both leasing and sales, and in the past year alone drew in more than \$10 million in sales.

Additionally, with Platinum offering competitive monthly bonuses as an added incentive for its agents, Askeroth has added Broker of the Month to his long list of accomplishments, having been honored several times—most recently for grossing the most sales for the month of September 2008.

This past September, Askeroth and Platinum's Chief Executive Officer, Khashy Eyn, co-brokered the \$7.82 million sale of the top-floor penthouse at The Setai, New York, which marked the most expensive single residential unit ever sold in the Financial District. The buyer purchased a 3,424 square foot three-bedroom, three-and-a-half bath penthouse featuring two walk-in closets, a two-sided fireplace, and many customized features, including the installation

of a NanaWall (a retractable wall of glass windows), private sauna room with Jacuzzi, wet bar, and a deluxe A/V package with top-of-the-line surround sound.

Along with Eyn, Askeroth is the exclusive agent on several properties overseas, ranging from newly developed villas in Ibiza, Spain to hotel/condominium projects in Latin America. In the coming months, Askeroth also plans to focus more heavily on the commercial market in addition to expanding his license to both California and Miami. He will also venture into the development, short sale, and REO (Real Estate Owned) markets, where the firm will help match sellers with qualified buyers.

"One of the most important lessons I've learned in this industry is the importance of networking and the ability to build long-term relationships with clients that are based upon mutual trust and understanding," Askeroth said. "This is truly a business I enjoy and one that allows me to connect with people from all over the world on a day-to-day basis. I am grateful for the opportunity to work with so many different properties in such an incredible and rapidly evolving market and look forward to which ever new developments are in store for the New Year." ■

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