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PLATINUM PROPERTIES SUPPORTS ALLIANCE FOR DOWNTOWN'S BACK TO BUSINESS SMALL

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Platinum Properties Supports Alliance For Downtown's Back to Business Small Business Grant Program

Kevin Parker

Downtown-Based Real Estate Firm Pledges Funds to Aid Small Businesses in Lower Manhattan Affected by Hurricane Sandy

Platinum Properties, a premier New York City and international real estate services firm, announces that half of the proceeds from its 50/50 raffle, conducted Saturday at the company's holiday party, will be donated to the Alliance for Downtown New York's Back to Business Small Business Grant Program. The program provides aid to small businesses of lower Manhattan that suffered great setbacks due to Superstorm Sandy. Grants are awarded to qualifying small businesses below Chambers Street that are located within Flood Zone A.

"The Downtown Alliance's Small Business Grant Program is a wonderful initiative we are very pleased to support," said Khashy Eyn, CEO of Platinum Properties, who has been a Lower Manhattan resident since 2009. "Our first office was in the Financial District—we are originally a Lower Manhattan-based company. The small businesses that were hit hard by the storm are our neighbors and our community, and there is no better cause for our contribution."

Elizabeth H. Berger, President of the Downtown Alliance, said: "We are grateful to Platinum Properties for their contribution and for joining the other companies who have already donated to our program. Our small businesses have been instrumental in making Lower Manhattan a premier place to work, live and visit. It is wonderful to see businesses coming together as a community to help local businesses in need, to the benefit of all."

Back to Business Small Business Program grants will offer support of up to \$20,000 to small businesses meeting eligibility requirements. You can learn more about the requirements at www.downtownnyc.com.

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 \$150 million of real estate and is responsible for the sales of notable residential transactions including the recent sale of 92 Laight Street in Tribeca, which sold for \$2,996 per square-foot, the highest price paid per square-foot Tribeca has seen in years; the \$33.7 million sale of the final three penthouse units at Trump World Tower; the \$7.82 million sale of the most expensive single residential unit in the Financial District at The Setai; the combined sale of \$5.3 million for two of the city's most luxurious penthouses at William Beaver House and most recently, the \$25 million sale of the oceanfront triplex penthouse apartment at The Continuum South Tower in Miami Beach, a record sale for the East Coast excluding New York. In early 2011, the firm launched its commercial division and has since advised \$125 million in note sales, including the \$45 million sale of 14 West 40th Street, the \$50 million sale of 111 Washington Street, and the \$30 million sale of 172 Madison Avenue. All three sales were debt transactions, collateralized by development sites.

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