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Platinum Properties Launches New Look

Brokerage Rebrands and Launches Revamped Website

Since launching over seven years ago in the Financial District as one of the only brokerages specializing in the neighborhood, Platinum Properties has unveiled a fresh look representative of the company's growth and success. The revamped corporate brand and a more user-friendly website signify Platinum's achievements and increased presence as a leading brokerage in the New York City real estate marketplace.

"Our company has reached a milestone in its evolution and we felt it was time for a refreshed brand that characterizes who we are as a firm today," said **Khashy Eyn**, Founder/CEO of Platinum Properties. "We also wanted to update and refine our online service offerings to provide our clients with the best possible tools and information to navigate the home-search process."

Platinum Properties' new brand and logo represent a more sophisticated look, emulating the firm's professional yet contemporary profile. Designed in collaboration with Red Fish Media, a full-service mobile marketing and digital agency whose other clients include Saks Fifth Avenue, Microsoft and Northern Trust, the new style embodies the evolved character of the company.

The new website, which demonstrates the firm's continuing commitment to its customers and professionalism, is launched on Drupal, a sophisticated web experience management system that is used to power websites for entities such as NYSE Euronext and National Geographic. It provides impressive user experience, offering neighborhood information, updated social media and a robust property listings engine. Built by DreamFire, which has a dedicated practice and product portfolio for the real estate industry, the site was designed on an advanced platform with emphasis to provide flexibility to evolve with the real estate needs of New Yorkers.

Enhanced tools enable users to refine their search by more extensive criteria, choose agents based on location and language, and utilize mapping devices while real-time news and how-to guides from Platinum Properties agents provide a more complete experience. The website also offers a feature to text listings, and direct communication channels to Platinum agents and management with integrated "We'll Call You" and "Live Chat" utilities.

"With the increasing virtual presence of real estate companies across various platforms, we wanted to offer an elevated marketing platform for our agents to support their business," said **Daniel Hedaya**, president of Platinum Properties. "Our new brand encompasses our company profile—young, modern and bold—and our flexibility to evolve with the changing market."

Having represented a number of new developments and rentals, Platinum Properties has become one of the fastest growing luxury residential brokerage firms in the New York City area. Since its founding the company has expanded internationally, with the opening of an office in Paris, France, as well as a second Manhattan office in Midtown. Staffed with five brokers in 2005, Platinum Properties now has over 65 agents and 10 full-time employees. The firm launched an in-house management division, The Platinum Management Program, in 2009, and now also offers commercial real estate financial advising.

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 many notable residential transactions. For more information, please visit www.platinumpropertiesnyc.com.

ABOUT RED FISH MEDIA

Red Fish Media is a full-service mobile marketing and digital agency. Since 2004, Red Fish Media has been dedicated to providing its clients' with innovative, reliable and measurable consumer engagement solutions that increase sales and brand recognition. Its portfolio includes creative services, strategic planning, mobile campaigns and digital program development. Red Fish Media is headquartered in Miami Beach, Florida. For additional information about Red Fish Media, call 305-538-2731, email info@redfishmedia.com, or visit www.redfishmedia.com.

ABOUT DREAMFIRE XPERIENCE

DreamFire Xperience is a leader in web experience management and provides business solutions to real estate corporations around the globe. DreamFire Xperience has worked with clients such as EMC, Mercedes-Benz, United Nations and Barclays. For additional information about DreamFire Xperience, please visit <http://dreamfireinteractive.com/>