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NEW YORK CITY REAL ESTATE NEWS

Platinum Properties opens office in Paris

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From the March issue: Platinum Properties has opened an office in Paris in order to bring more international buyers to New York. Platinum Properties, which opened in 2005, offers management and marketing services and has one other office, at 30 Wall Street. Khashy Eyn, president and CEO of Platinum Properties, said European buyers interested in purchasing units in New York City can tour buildings and apartments virtually through the Paris office's plasma television, without having to make the trip to New York. The Paris location, a 1,000-square-foot office in the Louis Building at 101 Avenue des Champs Elysées, has two staff members so far — a Platinum broker from New York and a newly hired French broker. Eyn said that while sales have declined because of the economic crisis, "New York City is still the best investment." He added, "If you want to make a sale now, you have to go out and meet the clients, and you might not make a sale," adding that brokers have to spend more time, energy and money on bringing in buyers, which was his thinking in opening an office in Paris. Eyn said about 50 percent of his buyers are from abroad.

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