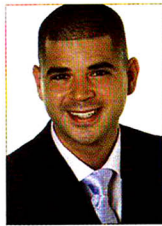


# MANN REPORT RESIDENTIAL

## August 2009

### RESIDENTIAL ROUND-UP



**Phillip Acha**  
Platinum Properties

*How long have you been in the business?*

Just over three years.

*What made you decide to get into real estate?*

As a child, my grandmother, who is a broker, would take me to her open houses, closings, and lease signings. I loved the social aspect of the business and saw its rewards. When I made the decision to get into the business, she was the first person I spoke to. I still ask for her advice quite often.

*Who inspires you?*

The person who inspires me the most is my mother. God knows how she raised four children on her own! My mother is an accountant, and even during tax season I can't remember a time when she wasn't there to help with homework, cook dinner, laugh, and hold the family together. She instilled a high work ethic and family value into all of us from the beginning. If I had any idea how hard she had it, I would have been less of a pain. She made it look easy!

*What pushes you to the next level?*

Responsibility. I have four sisters who I feel I should be there for. I also want to one day provide a great life to a family of my own.

*What is the hottest deal you have made to date?*

Whichever deal I am working on in the current moment is always the hottest to me. When that's done, I move on to the next.

*What is your secret weapon for sealing a deal?*

Being honest and knowing the ins and outs of the business are great weapons. Besides that, not being afraid to tell people the truth, even if it's something they don't want to hear. If you are honest from the beginning, people will respect what you have to say in the long run. Also, a good sense of humor doesn't hurt.

*What is the hottest area for deals right now?*

That's a tough question with pricing down across the board. This depends on where you want to live. When it comes to Manhattan, I am a big fan of TriBeCa, so I often look for great opportunities there. As a Brooklyn native, I might be biased, but I think you can find a lot of deals in Park Slope.

*What's the best season for deals?*

The Spring and Summer months are the best. Days are longer and people are generally happier when the sun is out.

*If you had to live/work in any other city than New York, what would it be?*

Dublin, Ireland will always have a special place in my heart.

*What's the best piece of advice you would give to someone starting the business?*

Don't try to conquer the real estate game overnight. Consistency is the key to success in this business.