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The Destined Path To Real Estate

Dezireh Eyn “I believe in hard work, and this is something that I have been able to do at Platinum.” Platinum Properties

Although Dezireh Eyn was only a college sophomore when she first got her start in real estate, becoming a broker and eventually the Chief Financial Officer (CFO) for Wall Street-based brokerage firm, Platinum Properties, is something that seemed to run in her blood.

“At the time, a couple of my family members, including my two older brothers, were heavily involved in real estate in the Tri-State area, so I suppose I always saw this industry as a natural part of my future,” she said.

At a very young age, Eyn, whose mother owned her own antique store, developed a knack for the sale of extremely unique finds—from a beautiful piece of furniture to a rare work of art. In attending numerous auctions and visiting various antique stores, Eyn quickly developed a greater interest in architecture and interior design, and utilized her experience at her mother’s shop to fine-tune her abilities in salesmanship.

While studying economics at New York University, Eyn took several business courses and quickly set her sights on a career that would enable her to interact with various types of people while continuing to dabble in real estate part-time.

It was during this time that both she and her brother Khashy, who was also working as a real estate agent at a Downtown firm, noticed how the market around the Financial District was rapidly changing into a 24/7 destination to live, work, and play.

“We saw so much untapped opportunity in the Financial District,” Eyn said. “There were a few new residential developments just taking shape and many on the horizon, and we knew we had to act fast before another brokerage recognized its true potential.” The two Eyns then pooled together their resources and launched a real estate company on Wall Street—strategically based in the heart of the new inventory.

In December 2005, Platinum Properties, which started off with roughly three agents, became a reality. Over the next few months, the company quickly grew to seven agents, and today employs more than 35 agents.

Throughout this time, Eyn’s will to succeed and eagerness to take on the market was a strong driving force behind the company’s early success. At first, Eyn spent a majority of her time researching buyer and renter inventory, balancing work with her life at school, as Eyn was still a senior in college.

Even as the company continued to expand, Eyn consistently ranked among the top two agents. Upon Platinum’s first-year anniversary, she decided to enroll in law school and pursue her J.D. Yet, through sheer determination, combined with strategic networking and personal referrals, Eyn has managed to maintain a steady stream of business clientele, helping to enhance the company’s overall revenue.

Today, as the CFO for Platinum, Eyn is responsible for all financial planning, re-

cord-keeping, and financial reporting. Additionally, she facilitates all company negotiations and works closely with her brother Khashy, who sits at the helm of the company as CEO, as well as Sang Oh, Director of Sales & Marketing, and Jeffrey Carlson and Daniel Hedaya, the directors of leasing. Eyn is also currently developing a strategic marketing plan for the firm as it prepares to take on more international clients and listings overseas.

While she anticipates receiving her degree from Benjamin N. Cardozo School of Law in June 2009, Eyn has plans to deepen her commitment to the company and further advance Platinum’s business by offering in-house legal services to clients, helping the firm to draw nearer to its goal of becoming a one-stop shop.

“I believe in hard work, and this is something that I have been able to do at Platinum,” Eyn said. “Everyday, I try to allow my passion and creativity to shine through, and I hope that this will ultimately help our firm continue to expand and make its mark on the luxury markets, both here in New York and overseas.” ■

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