

# Redefining Full-Service Real Estate

An Interview with Dezireh Eyn, Co-Founder and Chief Executive Officer, Platinum Properties

**EDITORS' NOTE** Dezireh Eyn serves as the Chief Executive Officer of Platinum Properties, a prominent real estate firm specializing in Manhattan's Financial District (FiDi) and beyond. Since co-founding Platinum Properties in 2005, she has been at the forefront of the company's evolution, driving its success and fostering a dynamic, people-focused culture. With over two decades of experience in the New York City real estate market, she has cultivated deep expertise across every



Dezireh Eyn

facet of the industry, earning the respect of clients, agents, and colleagues alike. Eyn's journey into real estate began with an internship during her college years, where she was captivated by the energy of a bustling brokerage after which she became an agent. Her success led her to establish Platinum Properties with her brother, Khashy Eyn. Together, they infused the firm with their family's core values, emphasizing relationships and personal connection in every transaction. As CEO, Eyn views her agents as her primary clients, working tirelessly to provide them with the tools, resources, and mentorship they need to succeed. Among her many accomplishments, Eyn played a pivotal role in securing Platinum's exclusive representation of 116 John Street, the largest building in the firm's portfolio. This milestone also led to a groundbreaking partnership with Silverstein Properties, opening the door to one of Platinum's most significant landlord relationships. Eyn's commitment to the community extends beyond real estate. She has been an active supporter of The Jewish Board, the largest social services organization in New York. Eyn earned her undergraduate degree in economics with a minor in business from New York University and later attended Cardozo Law School. She is fluent in Farsi and Spanish.

**FIRM BRIEF** Platinum Properties ([platinumpropertiesnyc.com](http://platinumpropertiesnyc.com)), a family-owned boutique real estate brokerage, has been a cornerstone of New York City's real estate landscape since its founding in 2005. From its headquarters in the Financial District, Platinum is one of the top brokerages in Lower Manhattan, redefining full-service real estate by offering residential and commercial advisory services under one roof. With a track record of success and innovation, Platinum has consistently been recognized among the top brokerages in New York City. The firm has closed landmark

deals, including the \$247.5 million sale of 116 John Street and the record-breaking \$125,000 per month rental of 100 Vandam Street, the highest residential lease ever recorded in the city at the time. Platinum is also known for its market expertise, notably in the Financial District and Battery Park City, where it has published industry-leading quarterly market reports since 2008 and 2018, respectively. In the Financial District, Platinum is proud to represent 75 Wall Street, where its team of exclusive agents has the largest market share in the building, and has achieved record-setting deals in the building.

**What was the vision for creating Platinum Properties and how do you define its mission?**

Platinum Properties was founded in 2005 by my brother, Khashy, and me. When we initially opened up Platinum, the vision was to become the go-to firm for New York City Financial District renters and landlords. This helped us build the very strong foundation that has allowed us to expand into the full-service firm we are today.

Over the last 20 years, we have grown into one of the top brokerages now headquartered in the Financial District with over 100 incredibly diversified employees and agents. Platinum Properties is a boutique firm, and one of the major benefits of that is when times change, we are able to adapt quickly. We have redefined full-service real estate by servicing the industry from several different sectors including residential sales, residential leasing, commercial sales, commercial leasing, and building investments all within a wide range of price points. It is rare to find a firm that does all of this under one roof which sets us apart from our competitors. However, none of our success would be possible without our impressive and driven staff who show up motivated to succeed every day and are all at the core of what we do. Our mission is to develop and nurture relationships that enrich and inspire our clients, our team, and our industry to ensure we all succeed in the most complex, dynamic, and exciting city on Earth.

**What have been the keys to Platinum Properties' growth, and how do you describe the Platinum Properties difference?**

Platinum Properties' growth has been driven by a unique blend of strong leadership,



Living room, dining area and kitchen of 75 Wall Street, 35C



*The living and dining area of 716 Broadway, Penthouse 6*

unparalleled agent support, and a deeply ingrained culture of collaboration. At its core, Platinum operates not just as a brokerage, but as an incubator for real estate professionals, ensuring that agents are equipped with the tools, opportunities, and community needed to thrive in an ever-evolving market. What truly sets Platinum apart is its high staff-to-agent ratio, an intentional structure that fosters mentorship, accessibility, and a team-oriented approach. Agents aren't left to navigate the market alone; they are backed by a dedicated support system, including management coaching. This commitment to innovation ensures that agents always have a competitive edge, whether through advanced virtual tour technology or other industry-leading tools.

Platinum's business model also emphasizes opportunity, providing agents with "business builders" – in-house lead generation that helps them scale their careers faster and more effectively. By offering access to high-value leads and reducing administrative burdens, Platinum allows its agents to focus on closing deals and growing their client base. Additionally, the firm's diverse portfolio – spanning residential, commercial, and exclusive rental listings – ensures that agents can explore multiple facets of the real estate market, making them well-rounded professionals.

Perhaps most importantly, Platinum Properties thrives on its family-first culture. Founded on principles of teamwork and mutual success, the firm fosters an environment where agents support one another rather than compete. This sense of camaraderie, paired with the firm's strategic growth initiatives, has cemented Platinum's reputation as a powerhouse in the New York City real estate landscape.

**Will you provide an overview of some of Platinum Properties' most memorable deals?**

Platinum Properties holds some of the city's most memorable real estate transactions which has led to our status as one of the city's top boutique brokerages. We facilitated the deal for Greenpoint's priciest condominium on record to date, which was a four-bedroom penthouse at The Huron at 29 Huron Street that closed for \$5.7 million in an all-cash deal last October. Last summer, we represented a tenant who agreed to pay \$125,000 per month for a six-bedroom apartment at 100 Vandam in Hudson Square which, at the time, was the city's priciest residential lease. Platinum Properties also brokered a \$250 million deal for a 400-unit residential building at 116 John Street purchased by Silverstein Properties in 2021. This is the largest building within our brokerage's portfolio and led to a significant partnership with Silverstein Properties, now one of our most prominent landlord relationships.

**How important has it been to build the Platinum Properties' team?**

Our talent is at the heart of what we do. Without our agents and staff, Platinum Properties would not have achieved the immense success that we have today. Khashy has done an incredible job as Chief Executive Officer over the last 20 years. He is now taking the reins of Chairman and will focus more on commercial while I grow Platinum Properties' residential division. In building a strong team at Platinum Properties, I believe it's extremely important to continuously develop solid relationships across the industry – whether that be with clients, agents, employees and beyond. Having an eclectic and diversified group of connections is invaluable when it comes to being an expert in many facets of the real estate world. It also contributes to building a team with incredible talent. Not to mention, I have a unique perspective to take on leading

Platinum Properties as CEO and to continuously build our team because, over the last 20 years, I have worked very closely in the day-to-day operations with both agents and managers.

**How do you focus your efforts leading Platinum Properties?**

In my role as CEO, I am spearheading the growth of a company that is female-led with several very impressive women in leadership roles. In addition to the company having myself as CEO, we also have a female president. Teresa Stephenson has been President since 2019, and she has been with the firm as an agent since 2012. We have also recently named Caitlin Trevino as Vice President of Operations, and she is working closely with our agents to ensure that the best resources and workflows are in place to guarantee their success.

**What advice do you offer to young people interested in pursuing a career in real estate?**

Starting a career in real estate is both exciting and challenging, and the best way to set yourself up for success is to focus on building your knowledge and skills with the right firm. It's essential to associate with a company that offers real training and mentorship. Finding a mentor within your firm who can guide you and serve as a resource as your business grows is invaluable. Additionally, it's important to start small – no one can be an expert in everything right away. A great strategy is to focus on one neighborhood and truly immerse yourself in it, understanding the market dynamics, pricing trends, and community needs. At Platinum, for example, newly licensed agents start with rental properties in the Financial District. This has been a strong foundation for our firm since 2005, providing a structured learning ground for nearly two decades. The best salespeople are confident in what they are selling, and that confidence comes from knowledge and experience.

Another critical aspect of success in real estate is the willingness to put in long hours. Since agents essentially run their own businesses, discipline and accountability are key. A new agent's competitive edge isn't experience – it's the effort and responsiveness they bring to every lead. Being available and quick to respond, no matter the time, can make all the difference when it comes to securing opportunities.

Most importantly, real estate is a relationship-driven business. If you approach it purely as a series of transactions, it will be difficult to grow into a long-term career. Every interaction – whether a deal closes or not – is an opportunity to establish yourself as a trusted professional. Many of the best referrals come from deals that didn't materialize, simply because the agent handled the situation with professionalism and care.

Finally, maintaining a growth mindset is crucial. There will be lost deals and challenging clients, but these aren't failures – they're learning experiences. The agents who succeed in this business are those who embrace challenges, adapt quickly, and continuously refine their approach. Real estate is as much about resilience as it is about skill, and those who are willing to learn from every experience will see the greatest long-term success. ●