

Professional Profile: Daniel Hedaya, President of Platinum Properties



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Name: Daniel Hedaya

Title: President

Company: Platinum Properties

Location: 30 Wall St., 1441 Broadway

Place of birth: New Jersey

Family: I come from a family of six with two brothers and one sister.

College: University of Maryland

First job unrelated to your current field: Working at my father's medical practice

First job in current field: Salesperson, Urban Sanctuary

What you do now and its plans for the future? Currently I oversee all U.S. based operations with Platinum Properties and direct all sales. Our goal is to expand our presence both domestically

and internationally to accommodate all buyers throughout the world. Our goal is to provide unparalleled service in any facet of the real estate market - from commercial to residential.

Hobbies: I love to cook. I was enrolled in culinary school before I got into real estate so I really enjoy it.

Favorite novel: "Kite Runner"

Favorite film: "True Romance"

Keys to success: Hard work and honesty. When I first started in real estate I was working seven days a week. I think my longest stretch was 36 days and then I took a day off. In life, your word is everything and honesty is what maintains it. Some people cut corners to make a quick buck, I find that you will never grow with this mentality. I treat every person I come across with the highest level of respect.

Person(s) you most admire (outside of family): I admire the developers in N.Y.C. who came to this country with nothing, worked multiple jobs to make ends meet, and now control the real estate industry. Some of the largest developers and property owners in Manhattan came from nothing.

If you had to choose a different profession, what would it be? I'd be a chef and have my own restaurant.