



Commercial Real Estate Guide: Commercial Real Estate Consulting: About Principals Direct Group

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Principals Direct Group is a full-service commercial real estate consulting firm that focuses on increasing client profitability. The firm works exclusively with principals who own and operate income-producing properties.

Private and public companies, private equity and family offices globally with multi-million to billion dollar AUM having deep industry track records.

The firm specializes in facilitating the acquisitions and dispositions of “off market” properties in all real estate asset classes including hotels, commercial office buildings, multifamily residential, mixed use properties, retail, industrial and properties that offer development opportunities.

The mission of Principals Direct Group is simple: To create value from a different perspective, whether clients seek to build their portfolio, improve financial performance, divest their assets, or plan their business’ future. The firm’s talented and established network of real estate experts and strategic partners have decades of experience working with clients from across the nation and globe.

Debt and equity financing partners provide support for capital raises from \$10 million to \$5 billion. As experts in mergers and acquisitions the team also structures short and long-term funding solutions that maximize growth opportunities and enhance tax benefits.

The team is industry and product type agnostic, with a strong presence in real estate, consumer finance, healthcare, sports and entertainment, infrastructure, energy, technology and transportation.

Wealth preservation and succession planning: “Customized” strategy to each principal and their family’s personal needs. The strategy will not only save taxes but more importantly, it preserves net worth and directs its succession to desired beneficiaries with absolute minimal tax consequence. It has been proven for over 25 years and is fully supported by the highest legal and accounting authority.

Insurance coverage: All risk and coverages are examined and reviewed to ensure costs can be

reduced by 10% to 30%. The team goes directly to carriers to secure the lowest priced products with the greatest protection. Full risk consultant services without its typical charge. Partners are licensed in 48 states and insure over 2,500 properties in the NYC region.

Appraisals & Valuations: The real estate appraisal practice is headquartered in New York City. The appraisers have more than two decades of real estate appraisal experience in individual assets and portfolios of income-producing commercial and industrial properties. The appraisers have extensive international valuation experience.

Business is personal for everyone at Principals Direct Group. The firm provides a complimentary consultation to build trust, answer questions and establish value focused goals. Zoom conference meetings are regularly scheduled when personal meetings are not possible.

For information about services, contact: Steve Kirschner at (516) 528-2288 or by email at SKirschner@IreonNetwork.com

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