



## **2020 Ones to Watch: Steve Kirschner, IREON, Principals Direct Group, Inc.**

August 18, 2020 - Spotlights

Name: Steve Kirschner

Company: IREON

Title: Founder / COO

Education: Pace University

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

Founding IREON was most certainly a game-changer in my career. I started IREON because I only wanted to work among “trusted caring friends” who are mutually motivated to recommend their “trusted friends” to do business with each other. IREON has expanded the business opportunities to grow Principals Direct Group, and it helped all my friends in the commercial real estate industry expand their companies within the business development “fraternity” of IREON. Now, after (5) years IREON is comprised of the highest caliber product and service providers serving the commercial real estate industry in the NY metro region where everyone is friends and they continuously build upon these relationships. All member firms are not competitive and NY metro region-based.

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