



Steve Kirschner, IREON, Principals Direct Group

December 22, 2020 - Spotlights

Name: Steve Kirschner

Title: Founder & President

Company Name: IREON

What was your greatest professional accomplishment in 2020?

In addition to expanding off-market property dispositions as COO of Principals Direct Group, a full-service commercial brokerage, and consultancy firm, I was able to sustain the vitality and financial profitability of IREON. Our members addressed and utilized the unprecedented challenges of the COVID-19 pandemic to enhance the value of the organization, psychologically and monetarily, by changing from weekly in-person meetings to virtual Zoom conferences and webinars. Every member gave to the other faith, strength, hope, and wisdom, which not only sustained us all during this crisis but increased our successes. IREON even expanded its market reach more than tenfold to a 100-mile radius of Manhattan.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540