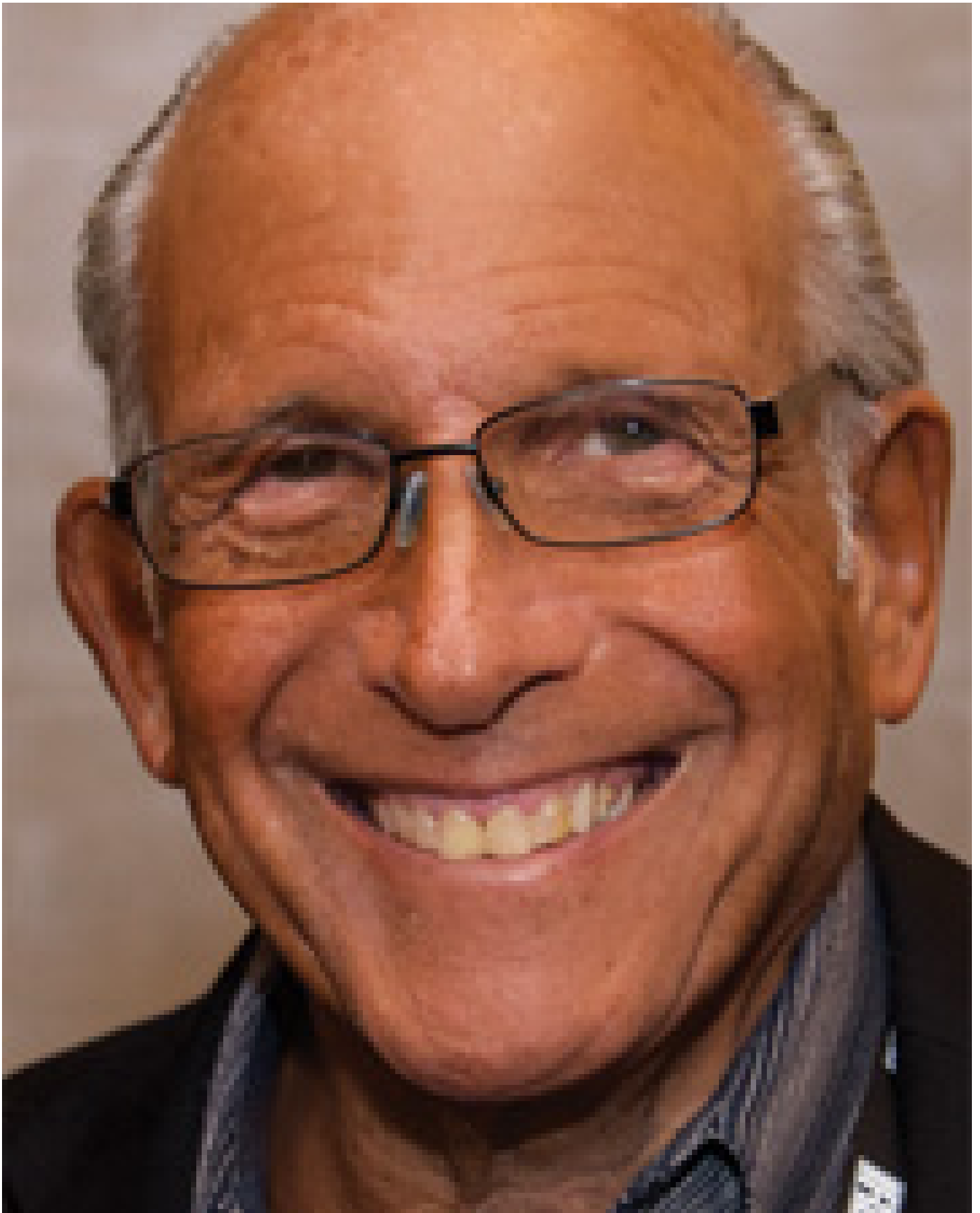




## **2021 Year in Review: Steve Kirschner, Principals Direct Group**

December 28, 2021 - Spotlights



Name: Steve Kirschner

Job Title: COO/ Licensed Broker Representative

Company Name: Principals Direct Group

How has your working environment changed over the last year?

I have been able to maximize the usage of virtual workspaces and social media resulting in more productive time with clients and business referral sources, especially through leveraging relationships gained through

IREON—the noncompete business development association of the highest caliber vendors serving CRE that I founded five years ago.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2021?

The ability to expand the opportunities for Principals Direct Group's off market investment opportunities with its strategic partners: Robert Alan Davis (business development for real estate plus other investment commodities); Steve Lifton of Cambridge Wilkinson (unlimited debt & equity funding—no limit/business and real estate); Ed Gordon of Preservation Capital Partners (customized income and estate tax saving strategies); Alex Davis of Mavryk Finance and Tezos Israel (cryptocurrency and blockchain consultancy); Neil Axler of B. Riley Financial (valuation & appraisal services); Vikash Jha of Synzen Ventures (family office consultancy).

What was the biggest lesson you learned while working during the pandemic?

The commercial investment real estate market locally, nationally, and internationally was able to rebound far faster than anticipated, especially in the hospitality market.

What are your predictions for your industry in 2022?

A banner year of great expansion of Principals Direct Group resulting from the foundation that is a direct result of its strengthened leveraged relationships with all the members of IREON.

What is the best advice you received in 2021, and who was it from?

Through IREON I learned that not only will we survive but we will achieve greater success post-COVID.

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