



2023 Year in Review: Steve Kirschner, IREON

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Steve Kirschner
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What person, project, transaction, or market trend had the greatest impact on your industry this year? The market trend of rising interest rates had the most significant impact on the real estate industry for CY 2023. This created an environment where cash buyers benefited and where financing became more challenging.

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

2023? My greatest accomplishment for CY23 has been successfully expanding IREON's social media platforms. This included the creation of IREON's own YouTube channel and the continued growth of its presence on LinkedIn, "X" (formerly Twitter), and the New York Real Estate Journal (NYREJ.com), driving website traffic upward by over 75% during the year.

IREON's strategic partnership with the NYREJ and its member representative, publishing director Kristine Wolf, who became co-host of the bi-weekly member zoom meetings, and the YouTube channel have positively impacted these expansion efforts.

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