



## IREON celebrates nine years of business development success Q&A with Steve Kirschner, COO and Founder, IREON

July 30, 2024 - Spotlights



Steve Kirschner

Q: What milestone achievement would you consider the “game-changer” in advancing your career?

A: Founding IREON was most certainly a game-changer in my career. I started this organization because I only wanted to work among “trusted, caring friends” who are motivated to help each other expand their business opportunities. They do not compete and consequently are willing to share their close relationships, which open doors that would otherwise not be possible for each other.

IREON Mix and Mingle held in April 2024 at HUB International Offices in Bryant Park

IREON has expanded business opportunities for my firm, Principals Direct Group, as it has for all the member companies within the “fraternity” of IREON. Now, after nine years, IREON is comprised of the highest caliber product and service providers serving the commercial real estate industry where everyone is friends, and they continuously build upon their relationships.

All companies are NY metro region based but many have national and international business reach.

Each member has an exclusive category for the service or product they provide. IREON management schedules and organizes our one-on-one meetings among selected members who have the best synergy to gain new business opportunities to ensure financial reward.

This sets us apart from any other business development organization or networking group.

Steve Kirschner at the IREON Meet & Mingle Event  
at Glen Oaks Club, July 2022 - Old Westbury, NY

Q: When did you discover New York Real Estate Journal?

A: In 2020 I was a subscriber of New York Real Estate Journal and contacted Kristine Wolf to see what kind of strategic partnership we could create. I had dealt with some of their competition and felt New York Real Estate Journal was far more beneficial to our members. Partnering with New York Real Estate Journal in 2020 was the best decision I ever made for IREON.

Q: How has New York Real Estate Journal helped you, your organization, or your industry?

A: The New York Real Estate Journal has been a tremendous help in publicizing not only our group but our individual members. Being able to advertise or provide content about our industry and members to 39,000 subscribers is incredibly valuable.

Q: What is your most memorable “15 minutes of fame” in New York Real Estate Journal?

A: My most memorable “15 minutes of fame” was when I was nominated by Don Gelestino from Champion Elevator and awarded one of the 2023 Commercial Real Estate Visionaries.

Steve Kirschner is COO and founder of IREON, New York, NY.

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