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IDLR REAL ESTATE AGENT GUIDE

*A framework for thoughtful ambition, quiet leadership,
and long-term value*



ABOUT IDLR REAL ESTATE GROUP

IDLR is a consulting-led real estate firm built on discretion, clarity, and intelligent decision-making. We prioritize relationships over transactions, long-term alignment over short-term wins, and informed restraint as much as decisive action.

Our Philosophy

- Client-first, always
- Listen more. Talk less.
- No ego. No noise.
- Well-timed advice often saves more than it costs.

We believe the best agents are trusted advisors—calm, prepared, and deeply knowledgeable—who help clients make confident decisions when the stakes are high.



WHAT IT MEANS TO BE AN IDLR AGENT

IDLR agents are:

- Thoughtful, prepared, and disciplined
- Comfortable advising not to move forward
- Collaborative by nature
- Confident without being loud

We expect agents to protect alignment, uphold discretion, and operate with professionalism that extends beyond the closing table. We expect the highest standard.



AGENT BENEFITS & PLATFORM SUPPORT

Compensation Structure

- 90% commission splits
- Transparent, straightforward model
- Designed to reward professionalism and long-term growth

Development & Investment Exposure

- Opportunity to engage in development, consulting, and advisory work
- Access to land, entitlement, and feasibility discussions
- Insight into underwriting, site planning, and early-stage deal evaluation

Agents are encouraged to expand beyond traditional brokerage when aligned.

Technology & Systems

- Monday.com CRM customized for IDLR workflows
- Organized deal tracking, client profiles, and follow-ups
- Designed for clarity, not clutter

Marketing & Lead Generation

- Lead generation through IDLR marketing efforts, including:
 - Thought leadership content
 - Consulting and advisory visibility
 - Brand-forward, non-sales-driven positioning
- Agents benefit from brand trust built through expertise, not volume tactics



MARKET POSITIONING & BEST PRACTICES

How IDLR Agents Show Up in the Market

- Advisory-first conversations
- Data-informed guidance
- Calm confidence in negotiations
- Clear communication with minimal noise

Best Practices We Expect

- Prepare thoroughly before every client interaction
- Use discretion in communication and marketing
- Protect client privacy and long-term interests
- Lead with insight, not urgency

NEW AGENT GUIDE: GETTING STARTED AT IDLR

Your First 30 Days

- Orientation to IDLR philosophy and standards
- CRM setup and workflow training
- Introduction to consulting and development pathways
- Shadowing opportunities (brokerage, advisory, strategy sessions)

Learning the IDLR Way

- Understanding when to push—and when to pause
- How to frame go / no-go conversations
- Building trust through thoughtful restraint
- Elevating the client experience before it begins



GROWTH PATH AT IDLR

Beyond Transactions

Agents can grow into:

- Advisory and consulting roles
- Development partnerships
- Strategic relationship leadership
- Market specialists with trusted authority

There is no single “track”—growth is intentional and aligned.

FINAL NOTE: WHY IDLR

IDLR is not for everyone—and that’s intentional.

This is a platform for agents who value:

- Substance over spectacle
- Relationships over volume
- Quiet confidence over loud ambition

If you believe real estate is about judgment, timing, and trust, you’ll feel at home here.