

**REQUEST FOR PROPOSALS  
REAL ESTATE BROKER SERVICES:**

Sale of real property owned by the City of Homer

The City of Homer, Alaska is hereby advertising for sealed proposals from real estate brokers/firms to sell real property located within the city limits of Homer. It is the intent of this Request for Proposals (RFP) to have the successful broker/firm, enter into a Professional Services Contract with the City of Homer to supply real estate services.

Responses to the City's request for sealed proposals will be received at the Office of the City Clerk, 491 E. Pioneer Avenue, Homer, Alaska 99603, until 2:00 p.m. on April 14, 2016. Proposals shall be opened and received by the City Manager. **Proposals received after the time specified or proposals received from proposers not listed on the Plan Holders List will be considered non-responsive and shall not be considered. All proposers must submit a City of Homer Plan Holders Registration Form to be on the Plan Holders List and to be considered responsive.** Plan Holder Registration form and Proposal Documents are available online at: <http://www.cityofhomer-ak.gov/rfps>.

Copies of the Request for Proposals package are posted on the City website: <http://www.cityofhomer-ak.gov/rfps> or available at the Office of the City Clerk. To obtain a copy of the proposal package and to be listed on the plan holders list, please contact the City Clerk at (907) 235-3130. If you have any questions on the contents of the RFP package, please contact the City Manager's Office at (907) 235-8121 x2222.

You may purchase hard copies of the Proposal Documents at the Office of the City Clerk upon payment of \$5 per set (\$10 for overnight delivery). All fees are non-refundable. The City reserves the absolute right to reject any or all proposals, may waive any or all informalities or irregularities, and may permit the correction of errors or omissions in responses.

Dated this 8th day of March, 2016

  
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Katie Koester, City Manager

Fiscal Note: 100-0110-5227

Publish:

Homer News: March 17, 2016

Homer Tribune: March 23, 2016



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**OVERVIEW**

The City of Homer is seeking proposals from real estate brokers/firms to sell real property located within the city limits of Homer. It is the intent of this Request for Proposals (RFP) to have the successful broker/firm, enter into a Professional Services Contract with the City of Homer to supply real estate services as outlined herein.

**AVAILABLE LAND**

The following properties are owned by the City of Homer and are available for sale:

- **Lot 1** – Parcel ID: 17911005  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM 0004712 HARRY FEYER SUB LOT 1  
2015 KPB Assessed Value: \$30,900
- **Lot 2** – Parcel ID: 17514416  
Legal Description: T 6S R 13W SEC 19 Seward Meridian HM 2008016 HOMER PUBLIC LIBRARY NO 2 LOT 2  
2015 KPB Assessed Value: \$277,700
- **Lot 3** – Parcel ID: 17915003  
Legal Description: T 6S R 13W SEC 23 Seward Meridian HM THAT PORTION OF GOVT LOT 3 LYING SOUTHEASTERLY OF KACHEMAK DRIVE  
2015 KPB Assessed Value: \$22,600
- **Lot 10** – Parcel ID: 17908009  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM GOVT LOT 10  
2015 KPB Assessed Value: \$21,700
- **Lot 21** – Parcel ID: 17908015  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM GOVT LOT 21  
2015 KPB Assessed Value: \$23,800
- **Lot 24** – Parcel ID: 17908025  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM GOVT LOT 24  
2015 KPB Assessed Value: \$21,700
- **Lot 25** – Parcel ID: 17908026  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM GOVT LOT 25

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2015 KPB Assessed Value: \$21,700

- **Lot 30** – Parcel ID: 17908050  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM S1/2 OF GOVT LOT 30 LYING WEST OF KACHEMAK DR  
2015 KPB Assessed Value: \$15,000
- **Lot 36** – Parcel ID: 17910001  
Legal Description: T 6S R 13W SEC 14 Seward Meridian HM GOVT LOT 36  
2015 Assessed Value: \$38,100

Parcels may be added or removed from this list at any time by Council. The Land Allocation Plan, which can be found on the City of Homer Website, is reviewed annually by Council and includes information on lots available for sale. Successful proposers may be asked to facilitate sale of any one of these properties or others as designated by City Council via ordinance.

**PROPOSAL OVERVIEW:**

The following information is required and must accompany your proposal:

1. **Cover Letter:** Provide a cover letter indicating your interest in serving as the City's real estate agent/firm to sell land in the City of Homer.

The inventory of City owned land outlined in the Summary Table 1 (above) can be broken down into three general categories: (A) Residential, (B) Commercial, or (C) Industrial. Please indicate which type(s) of real estate you are interested in listing. You are not required to make a proposal for all three categories.

2. **Background Information:** For example, list years in business with a description of your firm including size of firm, location, number and nature of the professional staff to be assigned to this contract, with a brief resume for each key person listed.
3. **Experience Summary:** Describe your firm's pertinent real estate experience (minimum five years previous experience with proven effectiveness).
4. **Marketing Methods:** Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to a regional and national marketplace (when appropriate).

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**5. Fee Schedule:**

- A. State your commission rate for listing and selling of properties.
- B. State your proposed method of compensation for representing the City of Homer in negotiations for purchasing the properties.
- C. State any other costs the City of Homer should anticipate relating to the real estate services to be provided.
- D. State any required 'carry-over compensation' for your firm - meaning, compensation after real estate service agreement expires.

Note: Quoted fees shall be valid for **one year** upon receipt.

6. **References:** Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.
7. **Conflict of Interest:** In order to avoid a conflict of interest, or the appearance of a conflict of interest, your firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with your ability to exercise independent/objective judgment in the best interest of the City of Homer. Please outline all conflicts of interest that may exist for your firm in relation to providing real estate services for the City of Homer.
8. **Good Standing:** Your firm must be in compliance with Federal, State, and local government; which specifically includes good tax payment status and good corporate registration status. Please indicate the payment status of taxes applicable to your firm. Additionally, please provide your firm's legal corporate name and Tax ID number, as reflected by State of Alaska records.

**GENERAL INSTRUCTIONS**

- All proposals shall be made in writing and shall be submitted as indicated in the information packet. The cover letter shall be signed and dated to be considered.

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- All proposers are required to obtain the information packet at the Office of the City Clerk or on the City website at: <http://www.cityofhomer-ak.gov/rfps> and are to be listed on the Plan Holders List maintained by the City Clerk.
- The proposal must be submitted in a sealed envelope marked "Real Estate Broker Services" to the City Clerk's office, 491 E. Pioneer Ave., Homer, AK 99603 on or before 2:00 p.m. on April 14th, 2016.

Proposals will then be forwarded to the City Council. The City Council will review the proposals and develop a list of finalists to be interviewed. *The Applicants are responsible for ensuring that their proposal is received on time and at the location specified.*

- To be considered, firms must submit a complete response to the RFP in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.
- The City of Homer reserves the right to reject any and all proposals, and to waive irregularities in the proposal documents. All proposals, plans, and other documents submitted shall become the property of the City of Homer. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.
- Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with the City of Homer, if any.

**MORE INFORMATION**

Interested bidders can ask questions and obtain more information by:

- Written Questions: Submit all questions in writing to the Office of the City Clerk. The deadline for questions is April 7th, 2016. The Clerk's Office will submit your

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question to the person who can best answer it. All questions and the City's answers will be provided to all prospective proposers on the Plan Holders List.

**SCOPE OF SERVICES**

The successful firm shall agree to contract with the City of Homer to provide the following:

- Develop strategies for sale of designated City-owned properties (such as conducting a study of comparable properties);
- Develop marketing materials (electronic and/or hard copy) to advertise sites for sale, distribute the materials to potential buyers via the appropriate form(s) of media and report results to the City of Homer on an agreed upon frequency;
- Advise the City of Homer related to strategies to promote and sell the designated sites. Public presentations may be required.
- Participate in site tours of City of Homer-owned property that is for sale for potential buyers;
- Analyze offers from potential buyers and advise the City of Homer with respect to negotiations;
- Represent the City of Homer in negotiations with a prospective buyer from the time of offer until closing;
- Coordinate real estate transaction closings; and
- Handle all other customary activities and services associated with real estate transactions.

**TERM OF CONTRACT**

The contract period for the successful agent/firm will be **one year** from date of award. The contract may be renewed for additional terms upon satisfactory performance by the broker/firm and at a negotiated rate agreed to in writing by both the agent/firm and the City of Homer. Alternate contract periods may be considered.

**EVALUATION AND AWARD PROCESS**

Issuance of this RFP and receipt of proposals does not commit the City of Homer to award a contract. The City of Homer reserves the right to postpone receipt date

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accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

**SELECTION CRITERIA**

**Selection of a broker/firm will be made based on the following criteria:**

1. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP;
2. Experience, qualifications, references;
3. Knowledge of regional real estate market and ability to market to prospects beyond the region;
4. Regional reputation and local presences/experience;
5. Fee schedule; and
6. Willingness to think “outside the box” and present innovative ideas for marketing the specific City owned properties designated for sale.

**ORAL PRESENTATION/INTERVIEWS**

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way change the original proposal submitted. Interviews are optional and may or may not be conducted.

If an interview is conducted, it is essential that the consultant’s personnel to be assigned to the work, as well as key representatives, be present at and participate in the interview. A recommendation of the selected consultant will be made to the Homer City Council. The selected consultant and City of Homer representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the Homer City Council.

