

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

Facilitation and Disposal of Real Property owned by the City of Homer and Consultation of
Matters Related to the Management of Public Property

The City of Homer, Alaska is hereby advertising for sealed proposals from real estate brokers/firms to facilitate and dispose of real property owned by the City of Homer and to provide consultation services on matters related to the management of public property. 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 4:00 p.m. on Monday, July 29, 2019. 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 clerk@cityofhomer-ak.gov or (907) 235-3130. Please also contact the City Clerk if you have any questions on the contents of the RFP package.

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 27th day of June, 2019



Katie Koester, City Manager

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OVERVIEW

The City of Homer is seeking proposals from real estate brokers/firms to facilitate and dispose of real property owned by the City of Homer and to provide consultation services on matters related to the management of public property. 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.

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 facilitate and dispose of real property owned by the City of Homer and to provide consultation services on matters related to the management of public property.

City land can be broken down into three general categories: (A) Residential, (B) Commercial, or (C) Industrial. Please indicate which type(s) of City land your brokerage/firm could provide real estate broker services to. 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(s) to a regional and national marketplace (when appropriate).
5. **Fee Schedule:**
 - A. State your commission rate(s) for all services requested in this RFP.
 - B. State your proposed method of compensation for representing the City of Homer in negotiations for purchasing the properties.

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- 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.
- 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.

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- 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 4:00 p.m. on July 29, 2019.

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 (email or letter form) to the Office of the City Clerk. The deadline for questions is Monday, July 15, 2019. The Clerk’s office will submit your 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.

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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; and
- Offer consultation on matters related to the management of public property.

TERM OF CONTRACT

The contract period for the successful agent/firm will be **three years** 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. Additionally, the City reserves the right to terminate real estate services with the selected contractor with thirty days' notice.

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 or managing City owned properties.

ORAL PRESENTATION/INTERVIEWS

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal to City staff and/or City Council. 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.