



City of Homer

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Memorandum 19-107

TO: MAYOR CASTNER AND HOMER CITY COUNCIL

FROM: MELISSA JACOBSEN, MMC, CITY CLERK

DATE: AUGUST 21, 2019

SUBJECT: AWARD OF CONTRACT FOR REAL ESTATE BROKER SERVICES

The request for proposals for Real Estate Broker Services was issued June 27, 2019 to enter into a contract 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.

A proposal was submitted by Homer Real Estate of Homer, Alaska.

The submittal was evaluated by a review committee that consisted of City Clerk Jacobsen, Executive Administrative Assistant Friedlander, and Planning Technician Brown to ensure it included the required information and met the criteria outlined in the RFP. The selection criteria included:

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.

The selection committee reviewed and discussed the proposer’s experience and the potential benefits of a Real Estate Broker for the City.

Homer Real Estate was found to be compliant, able to fulfill the scope of work identified, and outlined a fee schedule consistent with local real estate percentages.

RECOMMENDATION: Adopt a Resolution awarding the contract for Real Estate Broker Services for the City of Homer to Homer Real Estate, of Homer, Alaska.

