

REQUEST FOR PROPOSAL (RFP)
REAL ESTATE SERVICES

The City of Concord seeks a North Carolina real estate agent or firm specializing in residential real estate to provide services for the City of Concord Community Development Department. It is the intent of this RFP to have the successful agent/firm enter into a Professional Services Contract with the City to supply real estate services as outlined herein.

Interested agents or firms will agree not to discriminate against any employee or prospective employee because of race, religion, sex, color, age, or national origin. Sealed proposals should be submitted to City of Concord Planning and Neighborhood Development Department, 35 Cabarrus Ave., West, Concord, NC 28026 by 4:00pm on Monday, August 7, 2020. It should be clearly marked on the outside "Proposal - Real Estate Services." All proposals will be reviewed by relevant staff. The City reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interest of the City.

All questions in reference to this proposal should be sent to Mary Powell-Carr, Community Development Manager, carrm@concordnc.gov. Question deadline will be Wednesday, July 31, 2020.

SCOPE OF SERVICES

The agent or firm will represent the Community Development Department's position to potential buyers and sellers; advertise available properties through appropriate media outlets; analyze and evaluate offers; and provide information and necessary documents in preparation for closing in conjunction with City staff and legal counsel.

The successful agent or firm shall agree to contract with the City to provide the following:

- Develop strategies for sale and purchase of properties.
- Work with City Attorney, Community Development Manager, and Federal Program Coordinator to negotiate sale with buyers and prospects.
- Coordinating market analysis, research and provide comparable sales, and real estate appraisals if necessary.
- Handling all other customary activities and services associated with real estate transactions. Services may include consultation with members of City staff.
- Develop and maintain relationships with City of Concord Housing Department and local HUD Certified Housing Counseling Agencies.

Residential sales utilizing federal funds will be marketed as affordable, targeting households earning 80% or less than the current Area Median Income (AMI) limits for the Charlotte-Concord-Gastonia, NC-SC HUD Metro in accordance with income guidelines established by the U.S. Department of Housing and Urban Development (HUD). Interested buyers may be eligible to receive \$7,500 in down payment assistance for first-time homebuyers as defined by HUD. Although participation in the Down Payment Assistance program is not required, proof of income

eligibility will be required and verified by City staff. Information on the City of Concord's Down Payment Assistance program is available on the Planning and Neighborhood Development Department website page (www.concordnc.gov). Upon notice of award, City staff will present this program in detail to the agent or firm, if desired.

Interested agents or firms are encouraged to review plans and other pertinent documents to gain an understanding of Community Development Division's needs and programs. Individuals must draft a work plan containing goals, measurable objectives and recommended strategies for the sale of these properties. The agent or firm will advise the Community Development Division on viable pricing points for the sale of these projects.

QUALIFICATIONS

Respondents to this RFP must have the following qualifications:

- Must be licensed and in good standing with the State of North Carolina.
- Must have an excellent reputation in the real estate community.
- Must be knowledgeable and have experience in the City of Concord residential real estate market.
- Must be knowledgeable in the use of all public real estate records, real-estate marketing programs, listing tools and social media outlets.

INSURANCE REQUIREMENTS

For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation. The successful contractor must provide original certificates prior to commencing services.

FEE SCHEDULE

The proposed fee schedule shall include the following items:

- State your commission rate for listing and selling residential real-estate.
- State cost for each individual item given in Scope of Services section.
- State any other costs the City may anticipate relating to the real estate services to be provided.

TERM OF CONTRACT

The contract period for the successful agent/firm will be for an initial period of one year with the option to renew the year contract. Upon the date of expiration, the contract may be extended or terminated by either party. A Request for Proposals for Real Estate Services will be conducted every 3 years regardless of the original awarded agent/firms' relationship or performance.

RFP SUBMITTAL REQUIREMENTS

By submitting a proposal, you represent that you have;

1. Thoroughly examined and become familiar with the scope of services outlined in this RFP.
2. Capable of performing quality work to achieve the City's objectives.

The following information must accompany your proposal:

- List years in business, previous names of the firm, if any.
- Description of your firm including size of firm, location, number and nature of the professional staff to be assigned to the City of Concord; staff experience and training, including a brief resume for each key person listed.
- Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in pertinent residential real estate experience.
- Experience in assisting similar size entities, including any and all services for government agencies.
- List, if any, at least three references where and when your firm provided similar services. Please provide names and telephone numbers of contact persons for each reference.
- Additional services offered through your firm.
- Listing of current litigation, outstanding judgments and liens.
- Fee Schedule.
- Disclosure of any possible conflicts of interest with the City of Concord or staff.

EVALUATION AND AWARD PROCESS

Proposals will be evaluated by members of the Community Development Department.

The City will be the sole reviewer as to which Qualification Statement represents experience that will be of the most benefit to the City. The Department will award the contract based on the quality of the proposal and the following key criteria:

Evaluation Description	Points Scale
Demonstrate ability through documented performance history	0-20 points
Professional qualifications and licensing of staff assigned	0-20 points
Proposed fees and compensation	0-20 points
Quality of references	0-20 points
Membership in consolidated multiple listing services which provide respondent the ability to list properties for maximum exposure	0-20 points
Demonstrated knowledge of mortgage products most advantageous to low- and moderate-income home buyers	0-20 points
Proposed methodology and implementation schedule	0-20 points

Issuance of this RFP and receipt of proposals does not, in any instance, commit the City of Concord to award a contract. The City reserves the right to postpone receipt date, accepting or

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

PRESENTATION BY FIRM

Following review of the evaluation criteria listed above, the City may determine that it is advantageous in the selection process to have selected agents or firms make a virtual presentation of their qualifications. If so, the presentation will be included in the selection process.