



## **CITY OF FORTUNA – REQUEST FOR PROPOSALS REAL ESTATE BROKER SERVICES**

### **OVERVIEW**

The City of Fortuna is seeking proposals from real estate brokers/firms to sell commercial property owned by the City of Fortuna located within the corporate limits of Fortuna.

It is the intent of this Request for Proposal (RFP) to have the successful broker/firm enter into a Professional Services Contract with the City to supply real estate services as outlined herein.

### **CURRENTLY AVAILABLE PROPERTIES**

- Commercial Building located at 280 12<sup>th</sup> Street.

### **PROPOSAL:**

#### **The following information must accompany your proposal:**

Provide a cover letter indicating your interest in serving as the City's real estate agent/firm to sell property described above. Information provided should include:

1. 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 project; with a brief resume for each key person listed.
2. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in real estate.
3. Additional services offered through your firm.
4. Fee schedule:
  - a. State your commission rate for listing and selling of properties.
  - b. State any other costs the City may anticipate relating to the real estate services to be provided.
  - c. The quoted fees shall be valid for a minimum of 90 days.
5. 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.

### **GENERAL INSTRUCTIONS**

1. The proposal must be submitted in a sealed envelope marked **“Real Estate Broker Services”** to the City of Fortuna, Finance office, P.O. Box 545, Fortuna, CA 95540 on or before 4:00 p.m. on Friday, September 14, 2018. The proposals will then be forwarded to a selection committee for review and selection. The Applicants are responsible for ensuring that their proposal, however submitted, is received on time and at the location specified.

2. 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.
3. The City of Fortuna reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of the City of Fortuna. All proposals, plans, and other documents submitted shall become the property of the City of Fortuna. Responses to this RFP are considered public information and are subject to discovery under the California Records Act.
4. All questions may be directed to the following contact person: Aaron Felmlee, Finance Director, Phone: (707) 725-7600, E-mail: [afelmlee@ci.fortuna.ca.us](mailto:afelmlee@ci.fortuna.ca.us)

## **SCOPE OF SERVICES**

The successful firm shall agree to contract with the City 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 on an agreed upon frequency;
- Participate in site tours of City-owned property that is for sale for potential buyers;
- Analyze offers from potential buyers and advise the City with respect to negotiations;
- Represent the City in negotiations with a prospective buyer from the time of offer until closing;
- Coordinate real estate transaction closings;
- Handle all other customary activities and services associated with real estate transactions;
- Presentations at public meetings may be required; and
- Willingness to think “outside the box” and present innovative ideas for marketing the specific City-owned properties designated for sale to a national audience.

## **REQUIREMENTS**

Respondents to the RFP shall have the following qualifications:

1. Must be licensed and in good standing with the State of California to sell real estate.
2. Must have an excellent reputation in the real estate community.
3. Must be knowledgeable in the regional real estate market and should have experience with similar properties.

## **TERM OF CONTRACT**

The contract period for the successful agent/firm will be one (2) 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 Fortuna. Alternate contract periods may be considered.

## **EVALUATION AND AWARD PROCESS**

Issuance of this RFP and receipt of proposals does not commit the City 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 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 firm to meet or exceed the requirements defined in the RFP;(20 Points)
2. Experience, qualifications and references;(20 Points)
3. Knowledge of regional and local commercial real estate market;(20 Points)
4. Regional reputation;(10 Points)
5. Fee schedule;(5 Points)
6. Completeness of response to RFP as outlined in this solicitation; and(10 Points)

## **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 participates in, the interview.

A recommendation of the selected consultant will be made to the Fortuna City Council. The selected consultant and City of Fortuna representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the Fortuna City Council.

Buffy Gray, Deputy City Clerk

Posted: 08/31/2018