

**Request for Statements of Proposals (“RFP”)**

College of the Redwoods (“CR”) is seeking qualified real estate agents to market and facilitate the sale of a Construction Technology Program student-built home. Typically the program purchases a lot and sells a home each academic year.

CR offers a Construction Technology Program that teaches students to build and remodel homes in the community. One such house was recently completed at 1630 Xavier Court, Fortuna, CA: a 3-bedroom, 2**-**bathroom, 1650 square foot home which sold for $409,000. Each year the program purchases a lot for a future build. The program typically looks for something priced mid-range that is relatively easy to build on, i.e. not excessively sloped. The last three lots purchased by the program have cost approximately $95,000, $85,000, and $80,000 respectively.

The District expects to sell the home at fair market value; not only to realize its investment but ensure that we are not undercutting other spec home builders. We ask that the realtor perform a comparable market analysis or similar method of determining an appropriate price.

**Scope of Services**

The winning proposal will demonstrate an agent who is enthusiastic about finding a buyer and will provide a high level of relevant, industry related services to CR. Specifically, the proposal must demonstrate an ability to provide relevant knowledge in the areas of marketing, advertising, and the complete sales process from listing through the close of escrow. The proposal should include information about how the agent will recommend future lots for purchase by CR, including research on buildability and suitability of the lot.

At a minimum, proposals should indicate the marketing services to be provided by the particular agent, the expected time for the contract, the expected total compensation or commission, the services that would be provided upon offers being received from prospective buyers, and the services to be provided after the sale of the house.

This request for proposals is open to all qualified real estate firms and agents.

**Proposal**

Provide a cover letter indicating interest. Information provided should include:

1. Years in business, along with a description of your firm (including size, locations, and the professional staff to be assigned to this project) and a brief resume for key personnel.
2. Description of experience in the real estate field. A minimum of five years of experience with proven effectiveness is required.
3. Additional services offered.
4. Fee schedule, including:
   1. Commission rate.
   2. Other costs CR may anticipate related to the services to be provided.
5. Reference list, including at least three applicable references. Include name, title and contact information for each reference, as well as a brief description of the specific services provided.

Responses should be submitted in a sealed envelope clearly marked with “Real Estate Agent RFP” to:

**College of the Redwoods**

**Office of the Vice President, Administrative Services**

**7351 Tompkins Hill Road**

**Eureka, CA 95501**

**No later than** **Friday, March 20, 2020 at 2:00 pm**

**RFPs can be submitted via US Postal Service or**

**by email to ericka-barber@redwoods.edu.**

Acceptance by CR of any proposals submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract for real estate agent services. All work to be performed under any awarded contract must conform to the requirements of CR and, if applicable, all other governmental agencies with jurisdiction.

CR also reserves the right to:

1. Extend the Response Deadline;
2. Revise the RFP and/or issue addenda;
3. Cancel this RFP in part or total;
4. Send out additional RFPs;
5. Reject any and all submittals; and/or
6. Make a partial award or to make no award if it determines that such action is in the best interest of CR.

All submittals will become property of CR and subject to disclosure laws. CR reserves the right to make use of any information or ideas in the proposals, reject any or all applicants, and to waive any irregularities or informalities in the RFP process. All costs associated with the preparation or submission of qualifications for this RFP are solely the responsibility of the candidates.

This request does not commit CR to award a contract and CR expressly reserves the right to accept all or part of any proposals. Furthermore, CR reserves the right to accept the response that it considers to be in its best interest.

CR is not obligated to explain to respondents any deficiencies in their proposal nor accept requests for justification from consultants not selected.

**Requirements**

Respondents to the RFP shall meet the following qualifications:

1. Must be properly licensed with the State of California.

2. Must have an excellent reputation in the local real estate community.

3. Must be knowledgeable of the local residential real estate market.

**Selection Criteria**

A decision will be made by the selection committee upon review of all proposals and will be based on the benefit provided to CR, marketing services to be provided, commission amount, and the experience and infrastructure of the firm or agent making the proposal.

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

1. Ability of the applicant to meet or exceed the requirements defined in the RFP (25 Points);

2. Experience, qualifications and references (20 Points);

3. Knowledge of local residential real estate market (20 Points);

4. Fee schedule (20 Points); and

5. Completeness of response to RFP as outlined in this solicitation (15 Points).

Questions regarding this RFP may be directed to Derek Glavich, Professor of Construction Technology at (707)476-4344 or by email [Derek-Glavich@Redwoods.edu](mailto:Derek-Glavich@Redwoods.edu).

**Anticipated Schedule**

The following schedule has been established by the College for selection of a firm or agent:

**February 24, 2020** Announcement of the request for proposal;

**March 6, 2020** Final questions due;

**March 10, 2020** Responses to questions;

**March 20, 2020 @ 2:00 PM** RFP Responses due;

**March 25, 2020** Evaluation of all applicants and, in the College’s sole discretion, development of “short list” of firms or agents to be interviewed;

**March 26, 2020** Notification of firms to be interviewed, if any;

**March 27, 2020** Interviews, if any;

**April 7, 2020** Recommendation of the selected firm or agent and approval by the College’s Board of Trustees;

**April 8, 2020** Notification of RFP award; and

**TBD** Contract negotiations with the approved firm or agent.

This timeline may be revised as needed. Evaluations, selection and recommendation will be based on the firm/agent’s response, demonstrated competence and overall qualifications as presented in the application/letters and statement of qualifications. If contract negotiations are not successful with the approved firm/agent, negotiations will commence with the firm/agent next selected.