

Request for Proposals

Proposals are now being accepted by the City of Ogden for Real Estate Services, Specific Listing Broker to perform initial property setup and MLS listings for the sale of twenty-one new single-family homes to be constructed.

Proposal packets and information regarding this request for proposals, scope of work, or need for additional data or information may be obtained at no charge at bids.ogdencity.com (shortcut to ogdencity.com under doing business, bid opportunities). A printed copy of the RFP may also be picked up at the office of Ogden City Purchasing, 2549 Washington Blvd. Ste 510, Ogden, Utah 84401, during business hours, 8:00am – 5:00pm. Upon request proposal packets and information regarding this request for proposal may be obtained in Spanish or other language at no charge.

Three copies (3) of your proposals are to be submitted to the office of Ogden City Purchasing, 2549 Washington Blvd. Ste 510, Ogden, Utah 84401 by **3:00 p.m. on Monday January 29th, 2018. Late proposals will not be accepted.**

Ogden City reserves the right to accept or reject any proposal that best serves the interests of Ogden City. Ogden City welcomes and encourages proposals from locally-owned, minority-owned or women-owned brokers or business enterprises.

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REQUEST FOR PROPOSAL

REAL ESTATE SERVICES – SPECIFIC LISTING BROKER FOR OGDEN CITY COMMUNITY DEVELOPMENT DIVISION

I. Project Scope

The Ogden City Community Development Division operates housing and neighborhood improvement programs. These initiatives are designed to revitalize neighborhoods in need, to encourage greater owner-occupancy and private investment in those areas, and to provide housing opportunities for a variety of household types and with varying incomes by improving existing and building new housing stock. Ogden City uses a variety of funding sources, including federal grant funds, which have special income and project administration requirements.

Ogden City is currently developing a new single-family home subdivision named Stone Hill and is located at 2100 Porter Ave. Stone Hill will have twenty-one building lots, each of which has a pre-determined home design.

II. Objective

Ogden City Community Development Division is seeking the services of a residential Listing Broker on all or some of the homes constructed at Stone Hill.

Duties of the Broad Listing Broker will include:

- Coordination with City Employees and home contractor on completion and final preparation for showing.
- Key boxing
- Perform comparative market analysis reports for all properties prior to listing.
- Coordination with Ogden City regarding sales information, for both MLS and Ogden City website.
- Placing the property on the Multiple Listing Service.
- Inspections & Reporting to Ogden City (minimum once per 30-days)
- Deliver sales offers to Ogden City staff, who will perform substantive reviews for program qualification and will prepare any needed program compliance addendums.
- Refer all questions relative to program qualification to Ogden City staff.
- Other functions as negotiated between Ogden City and the successful respondent.

Other:

- This will not be an exclusive listing agreement for all Ogden City Community Development Properties. Ogden City will decide on the preferred sales method on a case-by-case basis.
- Listing Broker will be responsible for showing properties and coordinating sales offers.
- Commission – Listing Broker would receive 1% commission on base sales price for each home listed and sold by Listing Broker. Listing Broker would receive an additional 3% of base sales price, if Listing Broker represents the homebuyer as well.

Adjustments to commissions may be negotiated on a case-by-case basis.

- Ogden City and the successful respondents will enter into a Professional Services Agreement for a period of one year, renewable at a year-to-year basis for the duration of the project.
- It is estimated that base sales prices of homes in this project will begin in the mid \$200K - \$300K range. This may change based on construction costs and market influences.

III. Outline of Expectations

- A. Respondent must be a principal broker, and the Professional Services Agreement will be between Ogden City and the principal broker.
- B. Member of Multiple Listing Service.
- C. Significant experience in real estate marketing and sales.
- D. Knowledge of Ogden's housing, neighborhoods, demographics, and real estate market.
- E. Commitment to and experience in marketing and selling homes in central Ogden, and in working with buyers with a large range of incomes.
- F. Familiarity with Ogden City's homeownership and neighborhood programs.
- G. Familiarity with new home construction.
- H. Ability to assist Ogden City in successfully branding its programs and properties.
- I. Ability to speak Spanish is an advantage.

IV. Special Instructions to Respondents

A. Proposal Format

Three copies (3) of your proposals are to be submitted. For uniform review and evaluation of the project proposals, the following format must be used in preparing your proposal:

1. **Table of Contents**
2. **Narrative on Approach to Scope of Proposal:** Please describe your proposed approach to addressing each aspect of your plan to market and sell a home once a listing is provided to you. Each phase should be clearly addressed, demonstrating an understanding of the scope of work we are suggesting.
3. **Project Schedule:** Please include a graphic schedule or time line for a typical home sale.
4. **Project Personnel/Staffing Description:** Please provide an organizational chart of the proposed team for this project, including the names of specific team members and their assigned responsibilities. Show how each team member meets one or more of the

Expectations as outlined in Section III above.

5. **Fees:** Commission – 1% of base sales price, paid from proceeds of sale at closing. 3% of base sales price, for homebuyer representation. Submit fee proposal for any additional services offered in the proposal.

6. **Appendix:** (any additional pertinent information)

B. Requests for Clarification

Questions pertaining to this RFP should be submitted via e-mail to purchasing@ogdencity.com. Questions must be submitted no later than five business days prior to the RFP closing date and time. To ensure fair consideration for all respondents, responses to the submitted questions will be provided in the form of an addendum to the RFP. Such addenda, if issued, will be posted at bids.ogdencity.com no later than 48 hours before the closing date.

C. Time Frame

The deadline for receipt of submissions on this project is **January 29, 2018 at 3:00 p.m.**, Mountain Time. The interested parties shall provide three copies (3) of the proposal, delivered to:

Ogden City Purchasing Office
2549 Washington Boulevard, Suite 510
Ogden, Utah 84401

LATE PROPOSALS WILL NOT BE ACCEPTED

VI. Evaluation Criteria

The real estate sales firm selection will be based on experience and qualifications as listed in the Outline of Expectations, proposed approach to the project and methodology, demonstrated commitment to the redevelopment of Ogden City, and proposed fees. The Selection Committee will consist of staff from the Ogden City Community and Economic Development Department.

VII. General Terms and Conditions

The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.

Ogden City welcomes and encourages proposals from women and minority

owned businesses.

Ogden City reserves the right to negotiate and hold discussions with prospective service providers as necessary, however, Ogden City may award this contract without discussion of proposals received from prospective service providers.

The City reserves the right to issue contracts to multiple service providers.

Public records: Pursuant to the Utah Government Records Access and Management Act (GRAMA), records will be considered public after the contract is awarded. If an offer or wishes to protect any records, they are required to provide a written request for business confidentiality at the time the proposal is submitted, to the Ogden City Recorder.