



Yolo County Housing Authority
147 W. Main Street
Woodland, CA 95695
530-662-5498
916-444-8982
TTY: 800-55-1833 ext 626

Request for Proposals

Real Estate Broker Services

Overview

Yolo County Housing is seeking proposals from real estate brokers/firms to purchase and sell real property on behalf of Yolo County Housing at various locations throughout the County; and, to assist Yolo County Housing with complex real estate purchase, redevelopment and sales transactions, which may include multiple development partners.

It is the intent of this Request for Proposals (RFP) to have interested brokers/firms who meet all requirements and submit all materials as specified herein, to be added to a resource list maintained by Yolo County Housing. Projects will vary, and be available from time-to-time, so areas of specialty in real estate (e.g., land sales for future development, existing structure purchases, sales and redevelopment partnerships, locating homes or buildings for sale that fit specified criteria for purchase, etc.) are encouraged. Once the resource list is developed, and as projects are identified, Yolo County Housing will enter into a Professional Services Contract with a real estate broker/firm from the resource list to engage in one or more of the activities listed in the Scope of Services, below.

Scope of Services

The successful firms shall agree to contract with Yolo County Housing to provide the following services:

- Develop strategies for sale of designated Yolo County Housing-owned properties (including conducting a study of comparable properties);
- Develop marketing materials (electronic and/or hard copy) to advertise available properties for sale;
- Distribute the materials to potential buyers via appropriate/available form(s) of media, and report results to Yolo County Housing on a to-be-agreed-upon frequency;

- Participate in site tours of available property for potential buyers;
- Analyze offers from potential buyers and advise Yolo County Housing with respect to negotiations;
- Represent Yolo County Housing in negotiations with prospective buyers from the time of offer until closing;
- Demonstrate a willingness to engage in innovative marketing strategies for available properties to a local, regional and/or national audience;
- Assist Yolo County Housing to locate and purchase houses, buildings or other property, or to engage in complex redevelopment transactions with interested partners;
- Participate in site tours of available houses, buildings or other for sale properties;
- Advise and represent Yolo county Housing in negotiations on house, building or other property purchases;
- Coordinate real estate transaction closings;
- Handle all other customary activities and services associated with real estate transactions; and
- Provide presentations at public meetings as required.

Proposal

Interested brokers/firms should provide a cover letter to Yolo County Housing indicating your interest in serving as a real estate agent/firm to conduct property transactions as described above for a specified time period of no less than three (3) years, and no more than five (5) years. In addition to the cover letter, the proposal should include the following information:

- Number of years in business, a description of the brokerage/firm (size, location(s), number and nature of the professional staff to be available to projects of Yolo County Housing) and a brief resume for each of the identified professional staff;
- Description of experience in the real estate field;
- Services and related expertise offered;
- Fee schedule (valid for the duration of proposed time period above, including:
 - Commission rate, if any, for listing, selling and purchasing properties;
 - Other costs Yolo County Housing may anticipate related to the services to be provided; and
- Reference list, including at least three (3) applicable references with name, title, contact information and a brief description of the specific services provided.

Requirements

RFP respondents must meet the following criteria:

- Five or more years of experience with proven effectiveness at services as specified in the proposal;

- An excellent reputation in the local real estate community; and
- Possess a thorough knowledge of the local and regional residential and commercial real estate market.

General Instructions

The proposal must be submitted in a sealed envelope marked “Real Estate Broker Services” to:

**Yolo County Housing
147 W. Main Street
Woodland, CA 95695
ATTN: Jim Gillette, Finance Director**

Proposals are due on or before:

3:00 p.m. on June 30th, 2021

All proposers are solely responsible for ensuring that their proposal, however submitted, is received on time and at the location specified.

To be considered, brokers/firms must submit a complete response to the RFP in the form requested. Brokers/firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.

Yolo County Housing reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any proposal if it is in the best interest of Yolo County Housing. All proposals, plans and other documents submitted shall become the property of Yolo County Housing. Responses to this RFP are considered public information and are subject to discovery under the California Public Records Act.

All questions may be directed to:

Jim Gillette, Finance Director
jjillette@ych.ca.gov

All questions and answers shall be distributed to the full recipient list associated with this RFP.

Selection Criteria

Selection of brokers/firms shall be made based on the following criteria:

- Ability of the applicant to meet or exceed the requirements defined in the RFP (30 points);
- Experience, qualifications and references (30 points);
- Knowledge of local and regional real estate market (20 points);
- Fee Schedule (5 points); and
- Completeness of response to RFP as outlined in this solicitation (15 points).

Additional technical and/or cost information may be requested for clarification purposes, but in no way changes the original proposal submitted. Interviews are optional and may or may not be conducted. If an interview is conducted, it is essential that the applicant's personnel to be assigned to the work, as well as key representatives, be present at, and participate in, the interview.

Any Professional Services Contract entered into between a Real Estate Broker/Firm and Yolo County Housing shall be approved by the Yolo County Housing Commission.

Issuance of this RFP and receipt of proposals does not commit Yolo County Housing to award a contract. Yolo County Housing reserves the right to postpone receipt date, accept or reject any and 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.

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