

**City of Carson  
701 E. Carson Street  
Carson, California 90745**

**REQUEST FOR PROPOSALS RFP NO. P17-24  
FOR REAL ESTATE BROKER SERVICES**

**OVERVIEW**

The City of Carson (City) is seeking proposals from real estate brokers/firms to professionally market and sell a City-owned property located at the northwest corner of Victoria Street and Cedarbluff Way (Property). The City desires to sell the Property for the fair market value. The City would like to find a buyer that will develop the Property with a use that is consistent with the zoning.

It is the intent of this Request for Proposals (RFP) to select a real estate broker/firm to enter into a listing agreement with the City to supply the real estate services as outlined herein.

**PROPERTY INFORMATION**

Location:	northwest corner of Victoria Street and Cedarbluff Way
APN:	7319-038-900
Size:	67,897.24 sf / 1.55 ac
Zoning:	High Density Residential
Description:	Vacant land surrounded by residential land uses and California State University, Dominguez Hills to the south.

**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 where the property is located and should have experience with similar properties, particularly vacant land zoned for residential development.

**SCOPE OF SERVICES**

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

- Develop strategy for sale of the subject property (such as conducting a study of comparable properties);
- Develop marketing materials (electronic and/or hard copy) to advertise the property for sale;
- Distribute marketing 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 visits with potential buyers;
- Analyze offers from potential buyers and advise the City with respect to negotiations;

- Assist the City in negotiations with prospective buyer from the time of offer until closing;
- Coordinate real estate transaction closings; and
- Handle all other customary activities and services associated with real estate transactions.
- Presentations at public meetings may be required.

## **PROPOSAL**

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

Provide a cover letter indicating your interest in serving as the City's real estate broker/firm to sell the land described above.

Interested parties must also provide responses to the following sections:

#### **Section 1 – Qualifications**

- Provide broker identification/license number and full name. Indicate date of issuance.
- Provide statement indicating whether license has ever been suspended and reasons why.

#### **Section 2 – Experience**

- List years in business and include resume. If responding on behalf of a firm, provide description of the firm including size of firm (agents, dollar volume of transactions in the past three years), location, with a brief resume of staff assigned to this project.
- Describe relevant experience (minimum five years previous experience with proven effectiveness) the individual respondent and/or firm or organization has in related real estate transactions. Describe experience working with public entities and residential developers.

#### **Section 3 – Marketing**

- Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to prospective buyers and/or developers.
- Provide brief explanation of broker's opinion on the proposed sale price for the Property.

#### **Section 4 - Fee Schedule**

- Provide your proposed fee/commission. A fee/commission of more than 5% of the sale price will not be considered by the City.
- State whether there are any other costs the City may anticipate relating to the real estate services to be provided.

## Section 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 via Planet Bids no later than 10:00 a.m. on Monday, October 30, 2017. The proposals will then be reviewed and the selection will be made. *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 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. All proposals, plans, and other documents submitted shall become the property of the City. Responses to this RFP are considered public information and are subject to public review.

4. All questions may be directed to the contact person listed on Planet Bids.

## TERM OF CONTRACT

The contract period for the successful broker/firm will be six months from date of award.

## 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 contractor(s) to meet the requirements defined in the RFP, ability to meet basic qualifications.
2. Experience and effectiveness with similar transactions and experience working with public entities and/or developers.
3. Knowledge of the regional real estate market where the property is located and ability to market to prospects.

## 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 participate in, the interview.

A recommendation of the selected consultant will be made to the City Council.

The selected consultant and City representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the City Council.