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BY: T Card

Proposal  
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Real  
Estate  
Brokerage  
Services

## RFP FOR REAL ESTATE MARKETING AND BROKERAGE SERVICES

The Town of Jerome (“Town”) is hereby requesting proposals from qualified real estate brokerage firms specializing in the Verde Valley / Jerome area residential real estate market to provide brokerage and marketing services for a property(ies) owned by the Town. It is the intent of this RFP to have the successful broker/firm enter into a Professional Services Contract with the Town to supply real estate services as outlined herein.

The firm is expected to meet the objective of the Town to sell a residence(s). The firm is expected to market the property(ies) to potential purchasers of residential property for the purpose of owner occupied, or for the owner to use as a long-term rental. There will be a deed restriction prohibiting short-term rental of the property.

## RESPONSE - REQUEST FOR PROPOSALS

To be considered, five (5) copies of the proposal must be received by the Town by 4:00 p.m. April 1, 2026; clearly marked on the outside “Proposal – Real Estate Brokerage Services.”

## SCOPE OF SERVICES

A. The following property(ies) is included in the Listing Agreement:

Parcel Number Address Locally Known As

401-07-080A and 401-07-080 655 Holly Avenue Jerome, AZ, 86331

1. Broker agrees to list the property(ies).
2. Broker to place signs on the site(s) above.

There's room for one sign.

3. Broker to produce a professional brochure that incorporates the property.

See Exhibit 1.

4. Broker to develop a strategy on marketing to qualified parties.

My strategy on 655 Holly will be same strategy that I've used for 36 years with success.

1. Price the property reasonably and appropriately.
2. Market the property in MLS with honest words and attractive pictures. My MLS will immediately disseminate it to hundreds of thousands of worldwide websites, including Zillow, Homes.com, ListHub, Redfin, and every website that uses the IDX system.
3. Show it every chance I get and encourage other Realtors to show it and write an offer.
4. Sell it! Close escrow! Everybody goes on to have a nice life!

## BROKER'S QUALIFICATIONS

Respondents to this RFP shall have the following qualifications:

- Must be licensed and in good standing.

See Exhibit 2.

- Must have an excellent reputation in the real estate community.

See Exhibit 3.

- Must be knowledgeable in the local real estate market and have experience with residential properties.

See Exhibit 3.

- Must be knowledgeable in the use of all public real estate records.

See Exhibit 4.

## INSURANCE REQUIREMENTS

For proposal purposes, proposers must submit copies of current certificates of insurance for general liability and workers compensation. The successful contractor must provide original certificates prior to commencing services.

This does not apply.

I am an independent contractor, not the sort of contractor who comes to the house with a hammer and nails.

I do not deal with general liability insurance or workman's compensation like a hammer and nails contractor.

I will provide you with a copy of my E & O insurance if you want.

## FEE SCHEDULE

Each proposal must include a fee schedule which identifies the following items:

- State your commission rate as a percentage or flat fee for selling residential properties. Proposers stated fee must be all-inclusive whether a percentage or flat fee is indicated.

I charge 3% of the final purchase price for my services. Compensation is paid at close of escrow from Seller's proceeds by the title company.

FYI, the buyer's agent will ask for an additional 3%. The Buyer's agent compensation is negotiable, depending on the terms of the offer.

## TERM OF CONTRACT

The contract period for the successful broker/firm will be from date of award for six-months with renewable options up to three additional six-month terms. The contract may be terminated by either party with 60 (sixty) days prior notice.

## VALUATION, SELECTION CRITERIA AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit the Town to award a contract.

The Town 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.

The evaluation process will consist of the following items, including but not limited to:

demonstrated knowledge of the local real estate market; experience and in particular, experience in the Verde Valley and Jerome area;

clarity, completeness and responsiveness of proposal;

marketing plan; and fee schedule.

## PRESENTATION/INTERVIEWS

Firms submitting a proposal in response to this RFP may be required to provide a presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted.

OK.

## RFP SUBMITTAL REQUIREMENTS

By submitting a proposal, you represent that you have

(1) thoroughly examined and become familiar with the scope of services outlined in this RFP and

(2) are capable of performing quality work to achieve the Town's objectives.

The following information must accompany your proposal:

1. List years in business, and previous names of the firm, if any.

I have been a full-time real estate agent and/or Broker for 36 years.

Realty ONE Group Mountain Desert has no previous names.

2. Description of your firm, including size of firm, location, number and nature of the professional staff to be assigned; staff experience and training, including a brief resume for each key person listed.

You're getting me and I am a one-man band, so I am not going to present that Realty ONE Group has anything to do with my performance. My license hangs with Realty

ONE Group for 1 reason, and 1 reason only – they provide me with a second set of eyes on my contracts.

I am the only key person, and my brief resume is Exhibit 3.

3. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in pertinent real estate experience.

See Exhibit 3.

4. Experience in assisting similar size entities, including any and all services for government agencies.

-  
Selling a house owned by The TOJ versus selling a house owned by regular citizens is not different, except that I have 7 bosses on this listing, (5 Council members and Brett and the Town attorney) instead of 1 or 2 bosses.

5. List of at least three references where and when your firm provided similar services.

Please provide names and telephone numbers of contact persons for each reference.

1. Jay Kinsella,
2. Scott Hudson,
3. Mary Wills and Sally Dryer, (Mary)
4. Eric Jurisin, cell number available upon request

6. Additional services offered through your firm.

7. Listing of current litigation, outstanding judgments and liens, if any.

None. Ever.

8. The standard agreement your firm utilizes and would propose to the Town if your firm is selected.

See Exhibit 5 for drafts of the forms that I will provide and require.

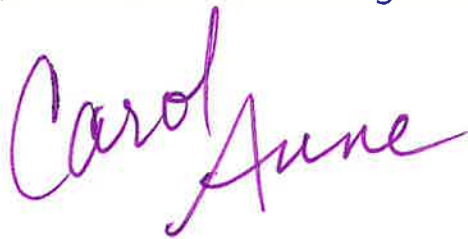
The Town Council may conduct interviews of top candidates and make the final selection, or make the final decision based on the proposals received. The Town Council may also delegate the final decision to the Town Manager. The Town Manager will negotiate the final purchase contract in consultation with the Town Attorney.

The Town of Jerome is an equal opportunity provider and employer.

Thank you for this opportunity.

I look forward to working with you!

Warmly,



**Carol Anne Teague**  
REALTOR/Broker Associate  
REALTY ONE GROUP MOUNTAIN DESERT

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**CRMS:** Certified Risk Management Specialist  
**AHWD:** Graduate, At Home With Diversity  
**GRI:** Graduate, Realtor Institute  
**ABR:** Accredited Buyer Representative  
**ASR:** Accredited Seller Representative  
**CNE:** Certified Negotiation Expert  
**MRE:** Master of Real Estate

**National Association of Realtors:**

Certified Realtor Ethics Instructor  
Certified Realtor Fair Housing Instructor  
Certified At Home With Diversity Instructor  
Certified Realtor Diversity, Inclusion and Equity Trainer

**Arizona Association of Realtors:**

Past Disputes Mediator  
Past Grievance Committee Member  
Past Professional Standards Committee Chair

**SVVAR:**

Past President  
Past Vice President  
Past Realtor of The Year  
2-year Director, 2026

**JEROME HISTORICAL SOCIETY:**

2025/2026 Vice President  
2023/2024 Secretary

.....and a partridge in a pear tree.



"You're braver than you believe, stronger than you seem, and smarter than you think." ~A.A. Milne, Christopher Robin to Pooh~