

Request for Proposals (RFP)
Listing and Brokerage Services
City of Whitewater, Wisconsin
Issue Date:
Proposal Deadline:

The City of Whitewater, Wisconsin (the "City") owns undeveloped land, including commercial and residential parcels. To maximize the return and efficiency on these assets, the City is seeking qualified brokerage services to facilitate the sale of property on the City's behalf.

SCOPE OF WORK:

The selected broker(s) will provide the following services, but are not limited to:

- Conducting market and valuation analyses.
- Developing marketing strategies and materials (electronic and/or hard copy).
- Distributing marketing materials to potential buyers and reporting results to the Economic Development Director monthly.
- Handling inquiries and showing properties.
- Confirming qualifications of potential buyers.
- Analyzing offers from potential buyers and advising the CDA and its representatives with respect to the offer and negotiations.
- Representing the City during negotiations from time of offer until closing.
- Coordinating all real estate transaction closings.
- Handling all other customary activities and brokerage services associated with real estate transactions.
- Providing the Economic Development Director with weekly activity reports.
- Meeting with the Zoning administration monthly to understand how zoning impacts the future of the property in question.
- Providing expert advice and consultation on real estate market conditions, potential returns, and investment opportunities.

PROPOSAL REQUIREMENTS:

All proposals must include:

- An executive summary of the proposal.
- A detailed description of the firm's history, size, structure, personnel and experience in providing similar services to government entities.
- Proposed team structure and resumes of key personnel to be assigned to this project.
- Description of the firm's knowledge of the local real estate market and demonstrated experience in managing and selling similar properties.
- Additional services offered through your firm, if any that may be relevant



www.whitewater-wi.gov

Telephone: 262-473-0148

Fax: 262-222-5901

Office of the CDA

312 W. Whitewater St.

Whitewater, WI 53190

to the sale or lease of publicly owned property.

- A detailed fee proposal, outlining commission rates, fees, and any other potential costs to be incurred by the City.
- References from at least three (3) clients for whom the proposer has provided similar services.

EVALUATION CRITERIA:

Proposals will be evaluated based on:

- Qualifications and experience of the firm and proposed team.
- Understanding of local real estate market conditions and trends.
- The demonstrated ability to provide the services required.
- Fee proposal.

TERMS AND CONDITIONS:

The city reserves the right to reject any and all proposals received as a result of this request, to negotiate with any qualified source, or to cancel in part or in its entirety this RFP if it is in the best interests of the City to do so.

SUBMISSION INSTRUCTIONS:

- Deadline for Submission:
- Submission Method: Proposals must be submitted electronically or in hard copy to:

City of Whitewater
Attention: Taylor Zeinert, Economic Development Director
312 West Whitewater Street
Whitewater, WI 53190
tzeinert@whitewater-wi.gov

CONTACT FOR QUESTIONS: For any questions or further information, please contact Taylor Zeinert, Economic Development Director, at: tzeinert@whitewater-wi.gov (262) 473-0148.

The City of Whitewater encourages participation from all qualified brokerage firms, including Minority and Women Business Enterprises (M/WBE).

The City of Whitewater, Wisconsin is an Equal Opportunity Employer.