



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	Economic Development Corporation
<b>MEETING DATE:</b>	2/10/2025
<b>ITEM TITLE:</b>	Consider and take appropriate action on proposal from Resimplifi.
<b>STAFF INITIATOR:</b>	Danielle Sweat-EDC Director

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### BACKGROUND:

Currently, we have a contract with two real estate agents at a rate of \$1,750 per month, yet I still find myself manually updating property listings on our website. After being approached multiple times by Resimplifi, I finally had the opportunity to meet with them at ICSC, and I believe their platform could offer significant cost and time savings.

Resimplifi functions as a real estate research team rather than a traditional marketplace fed by brokers. They actively search, update, manage, and integrate commercial real estate listings directly into our website's property viewer, ensuring real-time accuracy. Their services include a dedicated account manager who would work directly with me, eliminating the need for manual updates.

What sets Resimplifi apart is their comprehensive approach—they identify available properties across all sources, whether for sale by owner, city-owned, listed with local or national brokerages, or otherwise. This could be a valuable tool for streamlining our processes and improving the accuracy and visibility of available properties.

New Features on their viewer:

1. Ability to include Economic Development Contact info above broker contact
2. Ability to Feature specific properties
3. Tag properties with custom tags such as "Certified Site" "Downtown District" and any other tag you can think of
4. Upgrade the backend dashboard showing market statistics
5. Ability to generate PDF reports
6. Ability to add a layer showing parcel data (extra cost)

### EXHIBITS:

Proposal

### COUNCIL ACTION/STAFF RECOMMENDATION: