



ECDC

July 30, 2019

Memo to: Qualified Realtors

Subject: Request for Qualifications
Clinton Rehabilitation and Homeownership Program Realtor Services

From: Mark Schneider, ECIA Community Development Co-Director

The East Central Development Corporation (ECDC) is requesting written qualifications from qualified and interested realty firms and realtors for the provision of realtor services related to the sale of homes rehabilitated under the Clinton Rehabilitation and Homeownership Program. ECDC is a subrecipient of the City of Clinton and is administering and implementing the Community Development Block Grant (CDBG) Pilot Rehabilitation and Homeownership Program on behalf of the City of Clinton. The project is being funded with CDBG funds in accordance with the Iowa Economic Development Authority and subject to local, state and federal guidelines. The City of Clinton Pilot Project is anticipated to extend to April 30, 2021.

Qualifications are to be submitted by 4:00 p.m., Monday, September 9 2019 to: Clinton Pilot Project Manager; ECDC; 7600 Commerce Park; Dubuque, IA 52002. One original of the proposal must be delivered to East Central Development Corporation, CDBG Clinton Pilot Program Manager, 7600 Commerce Park, Dubuque, Iowa 52002. In addition, an electronic copy of the proposal must be sent to snesteby@ecia.org by the deadline.

Project Description:

Essential activities in this program involve the acquisition, rehabilitation and resale of abandoned and foreclosed properties to low-to-moderate income (LMI) homebuyers. These properties must be sold to LMI families whose annual household income is at or below 80 percent of the Area Median Income (AMI). ECDC anticipates acquiring six (6) properties throughout the course of this grant. It is anticipated that a revolving loan fund will be developed through the property sales to continue this program throughout Clinton County beyond the initial grant period. The number of additional homes to be acquired, rehabilitated, and sold will depend on the success of the Pilot Program and sale of the homes to the income qualified buyers.

ECDC is looking to engage a qualified Real Estate Realtor to serve as the listing agent and to provide a current valuation of these properties as required in the law. This solicitation is competitive and is designed to enable ECDC to select the best offer from the Realtor best suited to market and sell the properties. Selection will be made by the ECDC staff and Board of Directors. ECDC reserves the right to reject any or all proposals not deemed acceptable. Selection will be primarily based on the qualifications of the Realtor to perform the services outlined below.

Role of Realtor

The realtor should have considerable experience in marketing vacant residential property. Responsibilities are as follows. The following list should not be considered as all inclusive.

1. Recommend the listing price of the properties based on their marketability and comparable properties in the area. Note that the minimum sales price is limited to ECDC's total investment in the property for rehabilitation.
2. Recommend a maximum sales price for each site for ECDC to consider and a projected timeline for sales at various listing prices.
3. Develop a marketing plan for the sale of the properties including but not limited to print ads, internet ads, open house, etc.
4. Advertise the property for sale.
5. Present offers to the ECDC staff with recommendation for acceptance or refusal.
6. Provide ECDC with a quarterly status report listing:
 - a. Date and listing of when the property was advertised.
 - b. Summary of contacts made, either in response to specific inquires or realtor initiated.
 - c. Impression as to progress of marketing effort.
 - d. Suggestions, if any, as to how to change or improve the marketing plan.

Items 1-3 must be submitted to ECDC within 1 week of notification of the availability of any given property. ECDC will notify the realtor of the listing price within 1 week of the submission of the marketing plan. Properties will be on the market within ten (10) days of notification of availability of the property.

Administrative Guidance

This RFP is designed to provide interested respondents with basic information to submit a proposal that will meet the minimum requirements. It is not intended to limit a proposal's content or exclude any relevant or essential data. Respondents are encouraged to expand upon the minimum requirements of the RFP. ECDC may award a contract based on the proposals received without further discussion of such proposals. ECDC will not be responsible for any costs associated with the preparation of responses to this RFP. If you should have any questions about this RFP, please contact Mark Schneider, Co-Director of Community and Economic Development; ECIA; 7600 Commerce Park; Dubuque, IA 52002; call 563-690-5770 or via email at mschneider@ecia.org.

Required Submittals

A complete proposal shall be submitted containing the following items:

1. Cover Letter – A cover letter summarizing the offer being proposed to ECDC and the realtor's commitment to the program.
2. Name and contact information (including contact person and email address) of the organization submitting the proposal.
3. Specific Details of Proposed Services and qualifications
 - a. Evidence of the qualifications listed under the Qualifications of Realtors including but not limited to copies of State of Iowa Residential Real Estate Broker / Real Estate License; and certificates of insurance for workers compensation and general liability
 - b. A list of the multiple listing publications in which the property will be listed.
 - c. A detailed description of experience marketing vacant residential property.
 - d. A statement of qualifications including experience with the federal programs and low to moderate income purchasers.
 - e. A list of at least three references for the sale of comparable properties sold.
 - f. Description of marketing program including affirmative action marketing strategies.
 - g. Provide an indication of your compliance with Section 3 of the Housing and Urban development Act of 1968 (12 U.S.C. 1701u). This involves opportunities for low- and very low-income persons.
 - h. A statement spelling out the relations between the realtor and any parent company or subsidiary that might also be involved in marketing the property.
 - i. Names and background of any persons, firms, or organizations proposed by the realtor to be involved in the marketing of the property.
 - j. Price/Commission – Submit a cost per house for the proposed services. Do **not** submit a percent (%) of sale price. A flat rate per house is required.
4. Disclosure of any business or familial relationship with the City of Clinton employees and or members of the City of Clinton City Council or ECDC Board of Director members.
5. Any additional information the respondent feels will strengthen the proposal

ECDC staff and Board of Directors will evaluate the competitors' qualifications, and the most qualified competitor is selected, subject to negotiation of fair and reasonable compensation.

All competitors will be evaluated according to the following criteria:

- * - availability and capability of realtor/staff
- * - references
- * - ECDC's familiarity with the firm
- * - ability to complete project on time and within budget
- * - past experience with similar projects including but not limited to working with low to moderate income households and marketing vacant properties.
- * - price
- # - integrity and compliance with public policy
- # - familiarity with CDBG and Federal and State regulations

The evaluation of the competitors' written qualifications will be made by the ECDC staff and Board of Directors using the above evaluation factors. (The first 6 criteria (*) weighted equally, will merit 10 rating points; the final 2 criteria (#) weighted equally, with merit 5 rating points.) The Board of Directors will base their selection for contract award upon written qualifications, evaluations and oral interviews (if requested by the staff and/or Board of Directors). Award will be made to the responsible realtor whose qualifications are most advantageous to ECDC. The Board of Directors expects to select a realtor at its September 18, 2019 board meeting.