

**REQUEST FOR PROPOSAL FOR A REALTOR TO MARKET  
RESIDENTIAL PROPERTY ACQUIRED UNDER THE NEIGHBORHOOD  
STABILIZATION PROGRAM ADMINISTERED BY  
THE NORTHWEST GEORGIA REGIONAL COMMISSION**

**Purpose of Request for Proposal**

The Northwest Georgia Regional Commission (NWGRC) is administering the Neighborhood Stabilization Program (NSP1) for the ten county region of northwest Georgia. These counties include Bartow, Catoosa, Chattooga, Dade, Floyd, Gordon, Haralson, Paulding, Polk and Walker. The NWGRC Neighborhood Stabilization Program will be administered beyond March 2013 based on funding availability. **NWGRC has previously procured contractors and is now soliciting the services listed below in Catoosa, Dade and Walker Counties only.**

One of the activities in this program involves the acquisition, rehabilitation and resale of abandoned and foreclosed properties. These properties must be sold to low, moderate and middle income families whose annual household income is at or below 120 percent of the Area Median Income (AMI) for the county in which the property is located. NWGRC acquired 40-50 properties region-wide in the first round of acquisitions. Subsequent acquisitions will be made with proceeds from sales. Therefore, the number of additional homes to be acquired will depend on the success of the marketing program.

NWGRC is looking to engage professional Realtors to assist in marketing and selling these properties. This solicitation is competitive, designed to enable NWGRC to select the best offer from the realtor best suited to market and sell NSP properties. Selection will be made by the NWGRC staff and or NSP Committee. NWGRC 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. At the discretion of NWGRC, contracts may be awarded for properties within selected geographic subdivisions (e.g. counties) of the region or for the region as a whole. Consequently, proposals may be made for the entire region or any portion thereof.

**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 maximum sales price is limited to NWGRC's total investment in the property.
2. Recommend a minimum sales price for each site for NWGRC to consider and a projected timeline for sales at various listing prices.
3. Develop a marketing plan for the sale of the property.
4. Advertise the property for sale.
5. Present offers to the NWGRC staff with recommendation for acceptance or

refusal.

6. Provide NWGRC 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 inquiries 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 NWGRC within 1 week of notification of the availability of any given property. NWGRC 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 two (2) weeks of notification of availability of the property.

### **Response Date**

One original of the proposal must be delivered to Northwest Georgia Regional Development Center, Attn: NSP Manager, P.O. Box 1798, Rome, GA 30162-1798. The address for overnight delivery is 1 Jackson Hill Drive, Rome, GA 30161. In addition, an electronic copy of the proposal must be sent to [mmiller@nwgrc.org](mailto:mmiller@nwgrc.org) by the deadline.

**The deadline for receipt of proposals is May 1, 2013 at 4:30 PM. Proposals received after this time will not be considered.**

Any proposal may be withdrawn or modified prior to acceptance.

### **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. NWGRC may award a contract based on the proposals received without further discussion of such proposals. NWGRC 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 Michael M. Miller, NSP Manager at 706-295-6485 or [mmiller@nwgrc.org](mailto:mmiller@nwgrc.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 NWGRC 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. Proposed commission rate.
  - 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 HUD HOME

- Program and low-to moderate income home buyers.
- 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.
4. Disclosure of any business or familial relationship with NWGRC staff and or Board of Commissioners.
  5. Any additional information the respondent feels will strengthen the proposal
  6. The following statement -

“The undersigned hereby certifies/certify that the information contained in this proposal is true, complete and correct to the best of my/our knowledge.”

Signed \_\_\_\_\_  
 Date \_\_\_\_\_  
 Signed \_\_\_\_\_  
 Date \_\_\_\_\_

**Evaluation Criteria**

Each respondent should follow the above required format. All proposals will be carefully considered by the Northwest Georgia Regional Commission staff and will be rated according to the following criteria:

- Demonstrated ability to market property of this type. (10 points)
- Demonstrated ability to market to the target population. (10 points)
- Demonstrated ability to utilize standard real estate practices. (10 points)
- Demonstrated ability to use creative marketing. (10 points)
- Compensation being requested. (10 points)
- Personal skills and expertise of respondent's personnel. (10 points)

Total possible points = 60

This numerical representation will indicate, based on the Proposals submitted, the best qualified, most responsive and most responsible proposer. **HOWEVER, NWGRC ACKNOWLEDGES THAT THERE MAY BE SOME SUBJECTIVITY IN EVALUATION OF THE LISTED CRITERIA. EVERY EFFORT WILL BE MADE BY NWGRC OR ANY SELECTION PANEL TO BE IMPARTIAL AND FAIR IN THE EVALUATION PROCESS. NOTWITHSTANDING THE ABOVE, NWGRC RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS.**