Corporation of the City of
NEW WESTMINSTER

REQUEST FOR PROPOSAL

NWRFP-12-09

Real Estate Sales and Marketing Services

Closing Time:
Wednesday, May 2, 2012
3:00 PM, Local Time, Vancouver BC

Closing Location:
Main Reception Desk
City of New Westminster
511 Royal Avenue,
New Westminster, BC, V3L 1H9

Further requests for information :

Purchasing: Roy Moulder, SCMP
Purchasing Manager
Telephone: 604-527-4525
Facsimile: 604-527-4509
Email: rmoulder@newwestcity.ca

COMPANY NAME			
Address:			
(including Postal Code)			
Contact Name:			
Telephone number:			
Facsimile number:		Email:	
Signature: by officer with express authority to enter into contract			Dated

Document # 260679

CORPORATION OF THE CITY OF NEW WESTMINSTER

TABLE OF CONTENTS

1.0 DEFINITIONS 3
2.0 KEY CONTENT 3
3.0 PROPOSAL INSTRUCTIONS 3
4.0 GENERAL 4
4.1 No Contractual Obligations As A Result of RFP or Proposal 4
4.2 Ownership of Project Documentation 4
4.3 Confidentiality of City Information 4
4.4 Proponent's Expenses 4
4.5 Contacting City Representatives 4
4.6 Conflict of Interest 4
5.0 BACKGROUND 5
6.0 TERMS OF REFERENCE 5
7.0 SCOPE OF WORK 5
8.0 PRICING 6
9.0 PROPOSAL EVALUATION AND SELECTION 6

CORPORATION OF THE CITY OF NEW WESTMINSTER

1.0 INTRODUCTION

The City is seeking the services of a licensed and qualified real estate firm on an "as, if, when needed" basis that will work alongside various City departments to develop marketing strategies and coordinate the sale of specific City owned properties. Any "as/if/when needed" contract for real estate and marketing services may be for one (1) year with the option to extend for an additional year. Properties identified for sale range in size from approximately 9,000 to 50,000 square feet.

2.0 KEY CONTENT

In addition to the substantive proposal requirements identified further on in this RFP, the following are considered key content that should be included as part of the proponent's proposal:

1. An overview of the real-estate company or firm including its real estate experience and backgrounds;
2. A profile of the designated local representative(s);
3. The national or international affiliate of the company or firm, if applicable;
4. Marketing Strategy for the sale of the properties keeping in mind the following:
    i. Development Plan Requirements
    ii. Zoning Requirements
    iii. Subdivision Requirements
    iv. Infrastructure Requirements
    v. Land Titles Issues
    vi. Environmental Status
5. The sales report frequency and the manner in which it will be presented to City staff for updates submitted to City Council;
6. The commission rate to be paid by the City (in Canadian Funds). Please indicate and in what manner it will be calculated;
7. List five (5) or more references for whom you have sold commercial, industrial, and/or residential property including your marketing summary for the sale of the commercial, industrial, and/or any large residential parcels. Local references are preferred;
8. A listing of similar size projects identifying duration from posting to sales offer and sale price to listed price; and
9. Examples of the complexity of the marketing and sales deals undertaken.

3.0 PROPOSAL INSTRUCTIONS

One (1) electronic and two (2) hard copies of the Proposal are to be submitted and clearly marked on the outside envelope or box as follows:

Real Estate Sales and Marketing Services
NWRFP-12-09

The City of New Westminster will receive Proposals at the location and time indicated on the title page of this Request for Proposal.

It is the Proponent's responsibility to ensure that the City receives its Proposal **prior** to the stated closing time. The City may nevertheless choose to consider late proposals. The City does not accept facsimile, electronic mail, or other unsealed submissions.

Requests for clarification or further information must be made in writing to the individual identified on the first page of this RFP. The City will respond to enquiries that it considers relevant to this RFP. The City intends to respond only to those written queries received at least ninety-six (96) hours prior to the closing Time. The City will record enquiries and post written responses on its website at City of New Westminster | Bid Opportunities | Business | Request for Bids & Proposals - Open

4.0 GENERAL

4.1 NO CONTRACTUAL OBLIGATIONS AS A RESULT OF RFP OR PROPOSAL

This is a request of proposal, and not a call for tenders or request for binding offers. The City does not intend to enter into contractual relation as part of this RFP process and no contractual obligations whatsoever will arise between the City and any proponent who submits a proposal in response to this RFP until and unless the City and a proponent enter into a formal, written contract for the proponent to undertake this engagement.

4.2 OWNERSHIP OF PROPOSALS AND FREEDOM OF INFORMATION

All documents submitted to the City in response to this RFP or as part of any subsequent negotiation will become the property of the City, and will not be returned. Proponents should also be aware that the City is subject to the provisions of the *Freedom of Information and Protection of Privacy Act (FOIPPA).* A proponent may stipulate in their proposal that portions of the proposal contain confidential information and are supplied to the City in confidence. However, under FOIPPA, the City may nevertheless be obligated to disclose all or part of a response pursuant to a request made under the Act, even if the proponent has stipulated that part of the proposal is supplied in confidence. The proponent should review section 21 and other provisions of FOIPPA in order to gain a better understanding of the City's disclosure responsibilities under the Act.

4.3 CONFIDENTIALITY OF CITY INFORMATION

This RFP and all information provided by the City to proponents is provided on a confidential basis, and proponents will not disclose any such information to any person (other than the proponent's legal advisers) without the City's prior written consent, nor may any proponent publicize or advertise its involvement with this RFP process or the City in connection wherewith without the prior written consent of the City.

4.4 PROPONENT'S EXPENSES

For clarity, proponents will be solely responsible for their own expenses incurred in preparing a proposal or in any subsequent negotiations with the City.

4.5 CONTACTING CITY REPRESENTATIVES

Proponents shall not contact City elected officials, officers or employees directly or indirectly regarding this RFP, except as indicated in this RFP.

4.6 CONFLICT OF INTEREST

By submitting a proposal, the proponent confirms that neither it nor any of its officers, directors, employees or proposed subcontractors, has any financial or personal relationship or affiliation with any City elected official, officer or employee or their immediate families which might in any way create or be perceived to create a conflict of interest.

CORPORATION OF THE CITY OF NEW WESTMINSTER

5.0 BACKGROUND

As a standard course of business, the City will acquire and dispose of various parcels of land located within City boundaries. The City characterizes their land inventory into two basic categories. They are 1) single family (small) lots and 2) mixed use / multi-family development (large) lots. For the purposes of this RFP, the City is considering utilizing the services of a real estate firm(s) for the marketing and sale of its large lots.

6.0 TERMS OF REFERENCE

6.1 The following is a list of duties and responsibilities of the proponent:

a) The properties will be sold on an "As Is" basis however the City may prescribe specific conditions of sale to facilitate development of the property;

b) A successful Proponent would enter into a non-exclusive "As If / When Needed" Service Contract for a specific duration. For the sale of a specific "large lot" property the City would then enter into a sales agreement based on rates identified in the "As If / When Needed" Service Contract;

c) Based on the market specialties identified in the proposal submissions received by the City, the City may engage multiple firms under "As If / When Needed" Service Contracts;

d) The successful Proponent must be licensed to list and sell Real Estate in the Province of British Columbia and is to comply with all real estate laws and statutes;

e) The successful proponent must disclose any involvement with a potential purchaser to the City prior to negotiating a potential sale and the City shall have the option to engage an independent realtor to represent the City is in such a transaction;

f) Any sales which are being negotiated at the end of the term of the sales agreement may be extended at the option of the Agent; and

g) The City considers that should a contract be entered into between itself and a successful proponent, said contract would have a duration of one (1) year with the option to renew for an additional year.

7.0 SCOPE OF WORK

7.1 The scope of work involves:

a) The successful Proponent will co-ordinate with Civic Buildings and Properties staff in evaluating listing prices and establishing confidential minimum sale prices;

b) The successful proponent may be called upon to estimate a fair market value for property the City deems surplus;

c) Review information produced by the city over the past year;

d) Review and comment on the most recent appraisals and Request for Proposals prepared by the City providing status and final reports on successful grant applications to governing bodies;

e) Review development potential for the site including potential assembly with adjacent properties;

f) Review Development Plan Requirements including, if applicable, zoning, Subdivision, Infrastructure(i.e.: sewer and water, roads, etc.), Land Titles Issues, Environmental Status;

g) Creating detailed financial models, if necessary including proformas;

h) Providing strategic advice;

i) Coordinating a 'market sounding' process;

j) Full marketing of property in the media i.e. newspaper, internet and real estate websites and site signage;

k) Prepare ads with City staff to be placed in various media under City logos;

l) Advise various development organizations such as UDI and the development community by direct mail;

m) Assist in the preparation of applicable reports and presentations to Council in support of the services;

n) Assist City staff in the preparation of a Request for Proposal;

o) Analyze bids and provide recommendations on award;

p) Negotiate terms with city staff/legal advisors and developer; and

q) Assisting in the preparation of conveyance documentation to purchaser's lawyers.

8.0 PRICING

8.1 The proposal is to include all pricing information relative to performing the consulting services as described in this RFP. As the City is considering an "as if / when needed" contract, a proponent shall provide the firms sales commission rate. The proponent shall provide commission rates for 2012 and 2013.

8.2 Disbursement costs shall be captured within the commission rates and shall not be billed as additional fees.

9.0 PROPOSAL EVALUATION AND SELECTION

9.1 In considering and evaluating proposals, the City intends to identify the proposal (if any) that, in the City's opinion, offers the best value to the City.

9.2 The City is not obligated to accept the lowest or any Proposal, and may reject all submissions.

9.3 Proposals will be evaluated based on the following criteria:

a) Experience of the Real Estate firm;

b) Marketing Strategy

c) Experience of the local representative;

d) Commission rates based on sales of $1 million, $2 million and $3 million;

e) Value added.