

REQUEST FOR PROPOSAL: REAL ESTATE MARKETING AND BROKERAGE SERVICES

Druid Heights Community Development Corporation (DHCDC) in partnership with Healthy Neighborhoods, Inc. seeks a real estate firm specializing in residential real estate to provide sales and marketing services for the properties owned by DHCDC, located on Callow Avenue, in the Reservoir Hill community of Baltimore, MD.

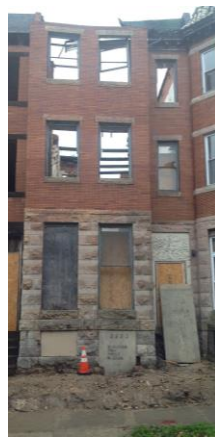
It is the intent of this RFP to have the successful broker/firm enter into a Professional Services Contract with DHCDC to supply real estate services as outlined herein.

The project consists of 8 homes ranging from 2,700 s.f. to 4,000 s.f. and is described as:

PHASE 1:



2220 Callow



2223 Callow



2224 Callow

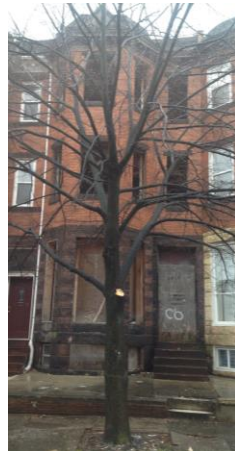


2225 Callow

PHASE 2:



2214 Callow



2215 Callow



2216 Callow



2218 Callow

Callow Street Redevelopment



REQUEST FOR PROPOSAL: REAL ESTATE MARKETING AND BROKERAGE SERVICES (CONT.)

The selected firm is expected to meet the redevelopment objective of DHCDC to sell the homes to targeted buyers; therefore having an expanded market reach will be important.

The firm is expected to market the properties to First time homebuyers as well as existing homeowners looking to relocate to the Baltimore area.

Our History

The Druid Heights Community Development Corporation (DHCDC), a non-profit organization, was established in 1974. DHCDC is governed by a 18-member Board of Directors that include political, corporate, and community representation. Its mission is to promote and encourage areas of community development and empowerment through numerous initiatives. The overall goal is to accelerate the revitalization of the neighborhood with self-empowerment, employment and economic opportunities all while creating a stable and safe community environment. Our mission is to cause, encourage and promote community self-empowerment through the development of economic, educational, employment and affordable housing opportunities.

Target Market

These 8 properties are being redeveloped under the Healthy Neighborhoods NSP2 Program. Neighborhood Stabilization Program (NSP) was established by the Department of Housing and Urban Development (HUD) for the purpose of stabilizing communities that have suffered from foreclosures and abandonment. Through the purchase and redevelopment of foreclosed, abandoned and short-sale homes, the program's goals are being realized. **The properties listed in this RFP are to be sold to households whose incomes are at or below 120% of Area Median Income. The homes must be *Owner Occupied and Homebuyer counseling by a HUD approved counseling agency is required prior to settlement.***

Request for Proposals

To be considered, three (3) copies of the proposal must be received in the **Druid Heights Community Development Corporation office, 2140 McCulloh Street, Baltimore, MD 21217 by 4:00 p.m.**

December 19, 2014; clearly marked on the outside "*Proposal – Real Estate Brokerage Services Callow Street*". Selection will be made by January 19, 2015.

The real estate firm will be paid strictly on commission basis upon settlement of each property and will be expected to work closely with Druid Heights housing development personnel and provide monthly reports to the Director of Homeownership Opportunities.

Druid Heights CDC reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interest of DHCDC.

All questions should be sent to Chloe Williams, Director of Housing Counseling and Homeownership Opportunities via e-mail at cwilliams@druidheights.com. Question deadline will be **December 12, 2014**.

Callow Street Redevelopment

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Scope of Services

The successful firm shall agree to contract with DHCDC to provide the following:

- Perform market analysis,
- Develop and implement strategies for sale of properties,
- Work with the Executive Director and Director of Homeownership Opportunities to negotiate the sale of properties with buyers and prospects,
- Collect and Submit all buyer documents required for NSP2 Program eligibility
- Coordinate real estate appraisals
- Coordinate home inspections with buyer and contractor representative
- Coordinate real estate transaction closings
- Handle all other customary activities and services associated with real estate transactions (i.e. Open houses, etc.)
- Attendance and presentations at meetings of the Development Team or Board Meetings of DHCDC may be required.

Brokers Qualifications

Respondents to this RFP shall have the following qualifications:

- Must be licensed and in good standing with the Maryland Real Estate Commission.
- Must have an excellent reputation in the real estate community.
- Must be knowledgeable in the local real estate market and have experience with financial incentives through Baltimore City, tiered financing transactions using federal and state program funds and loan products.
- Must be knowledgeable in the use of all public real estate records.

Insurance Requirements

For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation. The successful contractor must provide original certificates prior to commencing services.

Fee Schedule

The proposed fee schedule shall include the following items:

- State your commission rate for selling properties.

Term of Contract

The contract period for the successful broker/firm will be from date of award for one year. The contract may be terminated by either party with 60 (sixty) days prior notice.

Evaluation and Award Process

Issuance of this RFP and receipt of proposals does not commit DHCDC to award a contract. DHCDC reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

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Oral Presentations and Interviews

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted. Interviews are optional and may or may not be conducted.

Selection Criteria

1. Knowledge of local real estate market and Maryland Region.
2. Expanded reach for marketing the property.
3. Residential real estate experience, qualifications and references.
4. Proven residential real estate track record.
5. Knowledge of various industry sectors.
6. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP.
7. Fee schedule
8. Completeness of response to RFP as outlined in this solicitation.

RFP Submittal Requirements

By submitting a proposal, you represent that you have (1) thoroughly examined and become familiar with the scope of services outlined in this RFP and (2) are capable of performing quality work to achieve DHCDC's objectives.

The following information must accompany your proposal:

1. List years in business, previous names of the firm, if any.
2. Description of your firm, including size of firm, location, number and nature of the professional staff **to be assigned**; staff experience and training, including a brief resume for each key person listed.
3. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in pertinent real estate experience.
4. Experience in assisting similar entities or agencies.
 - List of at least three references where and when your firm provided similar services. Please provide names and telephone numbers of contact persons for each reference.
6. Additional services offered through your firm.
7. Listing of current litigation, outstanding judgments and liens, if any.
8. Fee schedule:
 - State your proposed commission rate for sales.
 - State any other costs DHCDC may anticipate relating to the real estate services to be provided.
9. Your firm's standard/typical marketing package for residential home sales.

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