



# HENDERSON COUNTY

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**Memorandum To:** *Interested Bidders*

**From:** *Henderson County Manager's Office*

**Subject:** ***Request for Proposals – Marketing and Real Estate Services***

**Date:** *July 19, 2018*

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**Purpose:** Henderson County seeks a real estate firm specializing in commercial real estate to provide a comprehensive real estate analysis and to obtain an initial offer and acceptance on property located at 915 Asheville Highway (REID 9971856) and 1008 Fleming Street (REID 112899). The commission and fees charged for the sale of the property shall be based upon the offer that is first accepted by the County. Once acceptance has occurred the County will begin the upset bid process subject to NCGS 160A-269. There will be no commission if the property does not sell. The Board of Commissioners shall have the expressed authority to discontinue the sale of the property at any time. Should the Board of Commissioners elect to discontinue the sale of the property, the awarded agency can file for reimbursement of expenses incurred, provided that proper documentation of costs incurred are submitted.

**Proposals are due:** Wednesday, August 1, 2018 by 2:00pm.

Proposals will be accepted at:  
Henderson County Manager's Office  
1 Historic Courthouse Square  
Hendersonville NC 28792

**Details/Scope of Work:**

Henderson County requires a real estate team that can deliver the following:

- Provide statistics, market analysis, pricing and valuations on County properties
- Provide advice on the pricing of properties designated for sale by the County
- Provide advertisement and marketing services of the properties designated for sale by the County
- Determine a course of action to sell identified property owned by the County
- Market and obtain the initial offer and acceptance of real property owned by the County
- Communicate, advise, and negotiate with purchasers, developers, or investors in the real estate transactions on behalf of the county
- Communicate with County representatives when necessary and attend meetings as needed to review work products.
- The real estate agents must be a member of local Multiple Listings Services (MLS)



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## QUESTIONS:

All questions concerning this solicitation are to be submitted in writing via email to the County's Attorney.

Emails must include in their subject line, the name of the Request for Proposals (Marketing and Real Estate Services) and reference specific sections of the RFP as applicable.

### **Deadline for all Questions is 5:00 p.m. on Friday, July 27, 2018**

Responses to questions may result in the issuance of an addendum or addenda to the RFP. The County reserves the right to address questions via a published addendum to this RFP. It is the responsibility of all firms submitting qualifications to check the website for any addenda prior to submission. No questions will be answered after the date specified.

The County will not be bound by any oral communications. All responses, including addenda to the RFP, will be provided for every substantive inquiry and posted on the County procurement website at <https://www.hendersoncountync.gov/rfps>.

## SUBMITTAL FORMAT:

- Interested firms with relevant experience and qualifications must submitted by Wednesday, August 1, 2018 by 2:00pm.
- Submittals of qualifications must be developed and provided in accordance with the requirements listed below.
- **Two (2) hard copies** of the proposal shall be submitted in a sealed envelope clearly marked: "RFP SUBMITTAL Marketing and Real Estate Services" with the name of the proposing firm and the firm's address.
- Faxed or Digital-Only transmitted submittals will not be accepted.
- Submittals must be submitted by mail or hand-delivery to the following address:  
Henderson County Manager's Office  
1 Historic Courthouse Square  
Hendersonville, NC 28792

## SUBMISSION REQUIREMENTS

Submittals shall be typed on 8 1/2" x 11" sheets, single-spaced, one-sided.

### Section I - Cover/Introductory Letter

The introductory letter should contain the following elements of information:

- Expression of firm's interest in the work
- If applicable, date of most recent commercial property closings.
- Summation of information contained in the response including an email address and telephone number for the firm's contact person
- If a joint venture is contemplated, name the firms involved.



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## Section II - Statement of Experience

This section should contain information regarding your firm's experience with commercial real estate and include information such as:

- A brief synopsis of the firm's previous experience in commercial real estate (performed within last three (3) years with information including
  - Synopsis of sold commercial properties of like nature
  - Original listing price versus actual sale price of closed commercial properties
  - Advertising techniques utilized to gain additional interest
  - Additional services provided
- The number of employees within the firm
- The proposed personnel to be assigned to the work and their availability date on the project
- Unique qualifications of key team members

## Section III - Supportive Information

This section should contain the following information:

- Identification of key professionals of the team that would be directly involved in the projects and include resume, certifications, qualifications, area of expertise and what role they will perform
- Prospective bidders must complete and attach the Cost Proposal Form

## **Evaluation Criteria**

Submittals will be evaluated by Henderson County staff. The submittals will be evaluated on the firm's ability to meet the requirements of this RFP. Specific evaluation criteria, among other factors, will include:

- Agency's experience, knowledge, familiarity and past performance with the sale of commercial property
- The experience and qualifications of the agency's proposed staff to perform the type of work required
- Agency's commission and fee proposal (Cost Proposal Form) for all services involved with the sale of commercial property
- Quality of proposal & responsiveness to other County requirements

Depending on the analysis of all submittals, personal interviews may be scheduled with short-listed agencies.



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## COST PROPOSAL FORM

**INSTRUCTIONS:** Using this form, please provide the commission percentage on the possible sale of the properties described herein.

Description	Percentage
Commission (Percentage)	%

Property(ies) of interest to market – check all that apply

- 915 Asheville Highway (REID 9971856)
- 1008 Fleming Street (REID 112899)

Name of Firm: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name & Title: \_\_\_\_\_

Date: \_\_\_\_\_



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**The following information must be included in the proposal:**

1. Proof of liability insurance. See Henderson County Insurance and Bond Requirements posted under General Information at <http://ww2.hendersoncountync.org/rfp/index> for the following:
  - a. Insurance per Article 11
2. For Disadvantaged Business Enterprise requirements, see Minority Business Participation Guidelines posted under General Information at <http://ww2.hendersoncountync.org/rfp/index>
3. Proposed Contract signed by bidder and ready for County's signature.
4. Contractors with 25 or more employees as defined in Article 2 of Chapter 64 of the NC General Statutes must verify compliance with the E-verify, NCGS 160A-20.1(b).

Henderson County reserves the right to reject any and / or all bids. Qualified contractors interested in bidding on the project should contact the County Attorney's Office 828-697-4719.