



## **Request for Proposals for Market Analysis and Lead Generation**

Overland Property Group is a real estate development company that owns a property in Manhattan, Kansas, requests proposals for comprehensive market analysis and identified target market segments to stabilize a resident base and generate leads.

### **Property Description**

Highland Ridge Apartment Homes  
509 Stone Drive  
Manhattan, KS 66503  
[www.highlandridge-ks.com](http://www.highlandridge-ks.com)

Built in 2007 Highland Ridge apartment homes are located at 509 Stone Drive in Manhattan, KS. This multi-phase property has two (2) phases and eight (8) buildings. The total units in each phase are: Phase I: 96 units restricted as Low Income Housing Tax Credit units and Phase II: 144 units classified as Market rate units.

### **Scope of Work**

#### **Market Research**

- Identify target segments and demographics in Manhattan, KS and surrounding area that will result in leads and highest revenue generating probability.
- Identify target advertising markets in Manhattan, KS and surrounding area.

#### **Branding**

- Evaluate and make recommendations on property image and brand.

#### **Public Relations**

- Provide strategic support including planning, development, and execution of multi-channel outreach.

#### **Strategy**

- Develop a strategy for recruitment of identified markets and demographics that existing staff can implement and carryforward for a minimum of 3 years.
- Develop a strategy for engagement with identified markets and demographics that staff can implement and carryforward for a minimum of 3 years.
- Collaborate on a strategy for new brand implementation and timing

### **Response Requirements**

## **1. Company Profile**

- Please include a short description of the company and a list of sub-contractors that would be utilized as applicable.

## **2. Qualifications**

- Provide a resume or bio of your company / firm. Please describe your experience and proven results on past projects.

## **3. Experience and ability to perform work**

- Describe your approach and methods utilized.
- Provide examples of work and/or case studies
- Provide a minimum of three (3) references
- Provide names, credentials, and contact information of personnel who would be assigned to this project.

## **4. Pricing**

- Provide a schedule of fees for all services described in the scope of work. Please provide detail for additional fees or charges to be included in addition to the amount provided for the items in the scope of work defined above.
- Please provide an estimate of the actual number of hours for each item listed in the scope of work above.

## **5. Timeline**

- Provide a timeline for timing of delivery of analysis and implementation of plan requested in the above scope of work.

### **Proposal Deadline**

- October 20, 2017 at 12:00pm

### **Questions**

- Questions regarding this RFP should be directed to [danielle@ovpgroup.com](mailto:danielle@ovpgroup.com).

### **Submission**

- Electronic pdf submissions of the proposals are required. Please submit to [danielle@ovpgroup.com](mailto:danielle@ovpgroup.com) using the subject line "Highland Ridge RFP".