

RFP FOR REALTOR/MARKETING AGENT

SUMMARY

Wheatland County is seeking a realtor/marketing agent for the sale of various sites within the County.

Proposals are invited from interested realtors to market and take offers on properties on behalf of the County. This solicitation is competitive, designed to enable Wheatland County to select the best offer from the realtor best suited to market and sell properties. Selection will be made by the Wheatland County Council, based upon a recommendation from the County Chief Administrative Officer, and the County 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.

The Council is prepared to enter into a listing agreement for one year for the properties. After the one year listing agreement the Council will review the marketing plan for the property. The Council prefers to consider a graduated commission rate, with higher commission rates for earlier sales at market value.

ROLE OF REALTOR

The realtor should have considerable experience in marketing farmland, vacant residential and commercial property. Responsibilities are as follows. The following list should not be considered as all inclusive.

- A) Recommend the listing price of the sites based on their marketability and similar sales in the area.
- B) Recommend a minimum sales price for each site for the County Council to consider and provide a projected timeline for sales at various listing prices.
- C) Develop a marketing plan for the sale of the property.

- D) Advertise the property for sale.
- E) Present offers to the County staff with recommendation for acceptance or refusal.
- F) Provide the County with a quarterly status report listing:
 - 1) Date and listing of when the property was advertised.
 - 2) Listing of contacts made, either in response to specific inquires or realtor initiated.
 - 3) Impression as to progress of marketing effort.
 - 4) Suggestions, if any, as to how to change or improve the marketing plan.

DESCRIPTION OF THE PROPERTIES TO BE SOLD (But Not Limited to):

Lot 7, Block 3, Plan 249B	2,270 Sq. Ft. Commercial Building – Gleichen (Conditions may apply)
Lot 16, Block 5, Plan 632AF	6,500 Sq. Ft. Vacant Commercial Lot - Cluny
Lot 17, Block 5, Plan 632AF	6,500 Sq. Ft. Vacant Commercial Lot - Cluny
Lot 1&2 Block 5, Plan 2863K	6,250 Sq. Ft. Vacant Commercial Lot – Gleichen
Lots 3-5, Block 5, Plan 2863K	9,375 Sq. Ft. Vacant Commercial Lot - Gleichen
Lots 1&2, Block 6, Plan 752N	4,300 square ft. Commercial Building - Gleichen

The desire of the County is to sell the property at the market value and to not unfairly compete with private developers/individuals with vacant property for sale in the County.

SUBMISSION REQUIREMENTS

Wheatland County will consider only complete written proposals delivered or received in the office of the Chief Administrative Officer, Hwy 1, RR 1, Strathmore AB, T1P 1J6 no later than 1:30 p.m. on August 13, 2010. Envelopes containing proposals must be clearly marked on the front, Wheatland County Realtor/Marketing Agent Proposals. Proposals shall be submitted in sealed envelopes. Failure to do so may result in premature opening of or failure to open such proposal. Proposals arriving after that stated opening time will remain unopened and will be disqualified. Any proposal may be withdrawn by giving written notice to the Manager of Administrative Services before the stated proposal opening time. After the proposals are opened, no bid may be withdrawn.

A complete proposal shall be submitted to contain the following items:

- A) Cover Letter – A cover letter summarizing the offer being proposed to Wheatland County and the realtor’s commitment.
- B) Specific Details of Proposed Services
 - 1) Proposed quarterly commission rate.

- 2) A list of the multiple listing publications in which the property will be listed.
- 3) A detailed description of experience marketing vacant residential property.
- 4) A list of at least four references for the sale of comparable properties sold.
- 5) Description of marketing program including an indication of money to be spent by realtor on the approved marketing plan.
- 6) A statement spelling out the relations between the realtor and any parent company or subsidiary that might also be involved in marketing the property.
- 7) Names and background of any other persons, firms, or organizations proposed by the realtor to be involved in the marketing of the property.

FURTHER INFORMATION

Wheatland County reserves the right to reject any and all proposals. Wheatland County 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 Terry Nash, Manager of Administrative Services at (403) 361-2005.

Wheatland County Marketing Timeline

July 22, 2010	RFP sent to all Wheatland County Realtors
July 22, 2010	RFP posted on Website
July 28, 2010	RFP advertised in Strathmore Standard
August 13, 2010	Proposals due
August 13 -16, 2010	Administration reviews proposals
August 17, 2010	Proposal awarded by County Council
August 31, 2010	Pricing & marketing plan due from realtor
September 7, 2010	Council sets listing price & minimum acceptable offer
September 13, 2010	Property listed on the market

CONDITIONS

Each proposer must comply with all requirements for a regular proposal as directed or required by

this notice. Notice is hereby given to all proposers that if their proposals are informal, defective or irregular, the same may be rejected immediately.

Where two or more firms are deemed equal, the County reserves the right to make the award to one of the two proposers. Price alone shall not be the dominant factor in determining the award of the contract.

Proposers will save and keep harmless the County from all legal liability which may be established on behalf of any person or persons or corporation.

The prices quoted by the proposer shall be firm and not subject to increase during the term of any contractual agreement arising between the County and proposer as a result of the said proposal. The Proposer will quote on prices exclusive of any Federal and/or Provincial taxes applicable.

The Proposer shall take out and maintain during the life of this contract such Public Liability and Property Damage Insurances, Worker's Compensation coverage as shall protect it and any subcontractor performing work covered by this contract, from claims for damages or personal injury, including accidental death, as well as from claims for property damage which may arise from operations under this contract, whether such operations be by itself or by any subcontractor, or by anyone directly or indirectly employed by either of them.

The Proposer shall hold harmless Wheatland County or its employees of any damages caused by the Realtor/Marketing Agent, or legal actions as a result of his/her actions.

The Proposer is responsible for the management and confidentiality of any County records of which they are custodian of in a manner consistent with the requirements of the Freedom of Information and Privacy Act (FOIP) Act.