



Request for Proposal

Society of Industrial and Office Realtors

Web design, CMS Customization and Integration, CRM Customization and
Integration

(Released February 7, 2011)

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Schedule:

The following is a tentative schedule of events:

Date Event

February 7, 2011	Release of RFP
February 11, 2011	Bidders' conference, 12:00 noon (optional)
February 16, 2011	Proposals due by 12:00pm
February 17, 2011	Finalist interviews (optional)
February 18, 2011	Successful bidder notified
February 25, 2011	Contract preparation
March 11, 2011	Contract begins

Contact Information: Questions on the requirements of this RFP should be directed by telephone or in writing to the Project manager

Project Manager:	Alexis Fermanis
Phone #:	202-449-8226
Email:	afermanis@sior.com

The project manager is the sole point of contact for this RFP. Any other communication will be considered unofficial and non-binding.

SIOR Not Obligated By This RFP: Release of this RFP does not obligate SIOR in any way to contract for the services specified herein or approve or expend any funds for the services described herein. Such funds shall only be approved or expended by SIOR subsequent to execution of a contract between SIOR and the successful bidder.

SIOR will not be liable for any costs incurred by any bidder in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

Bidders should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some or all of a bidder's proposal. It is understood that submitted proposals will become part of SIORs' records on this matter without obligation.

Section I. Introduction

SIOR requests proposals for the following purpose according to the terms and conditions attached. In this RFP, the terms "bidder," "contractor," and "consultant" are used interchangeably.

Purpose: To solicit proposals to provide services for the following project:

Design intuitive, easy to use navigation architecture, well branded, user centric site design that sits seamlessly on top of two web based software applications that manage website content, secure areas, e-commerce, and user community. The end product will provide SIOR users and members an easy to use interface and robust capabilities that showcases the excellence and integrity of the SIOR brand.

Section II. Background

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the leading professional commercial and industrial real estate association. With more than 3,000 members in more than 580 cities in 28 countries, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

SIOR has certified more than 2,800 of its members with the prestigious SIOR designation, a professional symbol of the highest level of knowledge, production, and ethics in the real estate industry. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market. SIOR designees can hold the following specialty designations: industrial, office, sales manager, executive manager, or advisory service.

SIOR also includes associate members who include corporate executives, developers, educators, and other involved in the commercial real estate industry.

A professional affiliate of the NATIONAL ASSOCIATION OF REALTORS®, SIOR is dedicated to the practice and maintenance of the highest professional and ethical standards. SIOR maintains a commitment to business and industry by providing outstanding professional services, publications, and educational programs.

Section III. Scope of Services

SIOR is seeking a qualified bidder(s) to fulfill the necessary services listed below. We are seeking a vendor to design and build front-end (including client side scripting) website templates that will be integrated into both a CMS (Sitefinity), and a CRM (Aptify).

Below is a list of general technology information that applies to this project:

- SIOR currently hosts all owned web domains and related content in-house on a Microsoft Windows platform. We expect this platform to stay intact and bidders must utilize compatible technologies that work well on this platform.
- Aptify 4.5 or 5.0 will be the CRM software
- Sitefinity 4.0 will be the CMS software

Below is a list of ownership assumptions:

- All deliverables will become the property of SIOR unless they are associated with third party software that the successful bidder has not legal rights to.
- SIOR will have ownership over all graphical elements to this project. This includes but not limited to stock photography rights, layered Photoshop documents, and mockups.
- SIOR will have ownership over all content, documents, and front-end code. SIOR will not need to purchase or lease licensing agreements for front-end files or scripting code.

Website Design / User Interface / Content Integration / HTML Build Out Services

SIOR is seeking a qualified bidder to design the navigation architecture, look and feel, and HTML build out of their new website. This also includes any front-end scripting functionality utilizing JavaScript, DHTML or Ajax. The successful bidder will also need to have a working knowledge of design integration with .NET Content Management Systems. SIOR will be utilizing Sitefinity 4.0 (<http://www.sitefinity.com/>) as our CMS, and Aptify 5.0 (<http://aptify.com/>) as our CRM software (used within our member's area). The successful bidder will be required to integrate the front-end with the mentioned backend tools. If two successful bidders are selected (one for the front-end, and one for the backend services), it will be the responsibility of the successful bidders to work together to understand the responsibilities and tasks needed by both to complete integration. In your proposal please itemize the costs for integration of the front-end deliverables with the CMS and CRM applications.

Design Requirements

A custom user interface will need to be designed and developed for the SIOR website.

Members of the SIOR team will provide style and design guidelines that correspond to our existing branding. This could include color schemes, font types, existing imagery, etc.

SIOR expects a full creative consultation that includes a collaborative effort and further defines target audience(s), website goals, calls to action, search capabilities, homepage elements, messaging and imagery, site map creation, competitor set, and a successful user experience.

SIOR expects the successful bidder to complete three (3) unique home page designs, each done by a unique designer (please include both genders when selecting designers for this project). The successful bidder will present these designs in person (TBD). Each design should come with a full description providing examples of why you chose specific elements and techniques. Member of the SIOR team will select a design, and provide specific feedback in a written document. Up to three (3) rounds of revisions will be allowed for homepage designs. A revision constitutes any type of design work that can be completed within a four (4) hour time frame.

The same process will be repeated for two (2) interior (sub) pages (TBD). SIOR expects two (2) interior page concepts, followed by two (2) rounds of revisions for the chosen interior page design. We anticipate the interior page layout will be utilized for most of the remaining content pages within the public website (except dynamic pages such as search results, etc.).

It will be the successful bidder's responsibility to include all stock photography fees in the cost of the proposal. SIOR has its own stock photo account and would prefer to be consulted before any stock photos are purchased.

SIOR expects wireframes for all remaining pages that have unique layouts and content attributions. Wireframes should be basic page sketches with descriptions of page elements and their function.

DESIGN DELIVERABLES NEED TO INCLUDE:

- **# of Homepage Mockups = 3**
- **# of Homepage Revisions = 3**
- **# of Interior Page Mockups= 3**
- **# of Interior Page Revisions = 3**
- **# of Custom Interior Banners/Header Graphics = up to 7 (one per major section, and one default)**
- **# of Revisions to Custom Interior Banners/Header Graphics = 2**
- **# of Wireframes = up to 7 (pages TBD)**
- **Descriptions and page highlights for each design and wireframe**
- **Each mockup should show how menu, link, and other dynamic attributes react and look**
- **Delivery of layered Photoshop documents (clearly marked layers) for all designs**
- **HTML build out of all templates used for CMS**
- **Global CSS file creation to be used within the website**

Client Side Technology Requirements

On the homepage and other pages of the SIOR website we will be utilizing dynamic ways to display content using client side scripting. This can include but is not limited to feature rotators, accordion (hide / show) functionality, tabbed content, etc.

We expect the successful bidder to **utilize non-flash technologies** such as jQuery, AJAX, DHTML, and/or JavaScript to accomplish these interface goals.

All animation and dynamic user interface elements will need to be presented to members of SIOR within a story book type document. This includes a group of still frames (.jpgs) that show the animation and describe the functionality. Please provide all story book presentations in PowerPoint or .PDF format.

Content Integration Requirements

SIOR expects the successful bidder to integrate up to twenty (40) pages of content (following HTML build out) into the final site. The objective of the integration is to provide a formatting guideline for SIOR administrators to follow. By applying styles to headers, sub-headers, bulleted lists, links, and other content attributes at the page level, members of SIOR will be able to prepare pages in a similar fashion, creating a well formatted website.

All content will be added using the Sitefinity CMS.

WEB PAGE INTEGRATION DELIVERABLES NEED TO INCLUDE:

- **# of Web Pages Integrated = 40**
- **# of Unique Interior Page Layouts = 2**
- **# of Custom Images Per Page = 1-3**

Usability / Testing

It will be the responsibility of the successful bidder who wins the design services part of this contract to conduct all front-end usability, XHTML validation, link testing, meta data, SEO friendly code, and browser compatibility. Any errors in client side code, broken links/images, omissions in SEO friendly tags, spelling, etc. will fall under the usability and testing deliverables. If errors are occurring due to CMS or CRM coding, it is the successful bidders responsibility to notify the vendor responsible for that software.

Section IV. Contract Term and Budget

The contract is anticipated to commence **March 11, 2011 and continue through September 9, 2011**, with optional hourly maintenance extending beyond this term, as required. The design work is scheduled to be complete by July 1, 2011.

Bidders are asked to outline their service offerings and hourly/quantity thresholds for accomplishing the items defined in Section II and provide a corresponding fixed price estimate, as well as hourly rates for overages, ongoing maintenance and/or services marked as optional.

Section V. Format and Contents of Budget

Format: SIOR prefers proposals meet the following format:

- Submitted in an electronically rendered Adobe .PDF format
- No longer than twenty (40) 8½ x 11 pages (URL's only, no electronic samples of work)

Contents of Proposals: Proposals must include all of the following information:

- Cover Letter - Include the name, address and telephone number of the bidder and be signed by the bidder.
- Table of Contents - Clearly identify material contained in the proposal by section and page number.
- Objectives (Section I) - Identify the objectives of the proposal and describe the scope of work of the proposed contract from the bidder's perspective.
- Relevant Experience of Bidder (Section II) - Provide a description of the bidder and/or bidder's organization, agency or firm and any vendors or partnering entities. Describe all experience relevant to this contract and provide at least three appropriate references which include contact name, address, and current telephone number.
- Work Statement (Section III) - Describe the work to be performed. Include all relevant information regarding how the contract objectives will be met. Bidders must address each of the tasks outlined above in Section III - BACKGROUND AND SCOPE OF SERVICES and describe how they will accomplish the tasks within the proposed project budget. Bidders must include the process they would use for assisting with research, planning and producing the final site.
- Schedule of Deliverables (Section IV) - Provide a list of all work products and a schedule of work to be done which shows timelines for specific tasks, if needed.
- Budget and Cost Breakdown (Section V) - State total costs, including sales tax if applicable. Identify all personnel who will be involved in the contract by name and include their hourly or daily rate of compensation.

Signature: All proposals shall be signed electronically by a member of the bidder's firm with legal responsibility over the firm.

Number of Proposals: Bidders must submit one electronically signed copy of their proposal in an Adobe .PDF file format.

Section VI. Submission of Proposals

Due Date: The bidder shall submit proposals via email in an Adobe .PDF file format. The body of the email should include the name and address of the bidder, the name of the project and the name of the project manager. The subject line should contain the name of the project and the term CONFIDENTIAL.

Bids for this proposal are due and should be received with an electronic time stamp no later than 4:00pm (PST) on **February 16, 2011** and should be delivered to:

afermanis@sior.com

Use of Subcontractors: Each Contractor shall serve as the single prime contractor for all work performed pursuant to its contract. That prime contractor shall be responsible for all deliverables referenced in this RFP. This general requirement notwithstanding, Proposers may enter into subcontractor arrangements. Proposers may submit a proposal in response to this RFP, which identifies subcontract(s) with others, provided that the prime contractor acknowledges total responsibility for the entire contract.

Information required of the prime contractor under the terms of this RFP, is also required for each subcontractor and the subcontractors must agree to be bound by the terms of the contract. The prime contractor shall assume total responsibility for compliance.

Disposition of Proposals: SIOR reserves the right to reject any and all proposals received without penalty and to not issue a contract as a result of this RFP.

Rejection of Proposals: A proposal may be rejected for any one of the following reasons:

- A proposal does not include all the information listed in Section IV - CONTENTS OF PROPOSALS
- A proposal is received any time after the above date and time set for receipt of proposals
- A proposal is not signed by the bidder

Proposals Become Property of SIOR: All proposals become the property of SIOR.

Section VII. Proposal Evaluation Criteria

SIOR will evaluate all proposals and award points (100 points maximum) based on the following criteria:

1. **Level of qualification** - experience, knowledge and availability of qualified personnel (Total possible points – 40)
2. **Responsiveness to the RFP** - understanding of the project, project purpose and the importance of the project to the interests of the agency (Total possible points - 25)
3. **Project organization** - responsiveness to the specific tasks outlined in the work statement (Total possible points - 25)
4. **Total budget proposal** - proposed cost of project, including hourly rates (Total possible points - 10)

SIOR reserves the right to select a bidder without further discussion of the proposal submitted. Therefore, proposals should be submitted initially on the most favorable terms bidders can propose.

Section VIII. Selection of Successful Bidders

The successful bidder will be selected based on the above criteria. Selection is expected to be made no later than **Feb 18, 2011. Bidders must make themselves available for interviews (either via phone or in person) on February 16-17. Those not available for interviews will not be considered.**

Section IX. Contract Preparation

Work Schedule: Specific tasks for the Consultant will be negotiated by the Project Manager and the successful Consultant. The Consultant will then be responsible for producing a written project plan, which will detail specific tasks, roles, deliverables and due dates. The project plan must be approved by the Project Manager before any other work proceeds, and the project plan will become part of the project files.

Binding Terms: The selected contractor will enter into a contract with SIOR as a condition of receiving funds. Contract preparation will begin promptly upon selection of a successful bidder.

Insurance Requirements: Contractor shall furnish SIOR with certificates of insurance effecting coverage(s) including E&O provisions up to 1M in liability. The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates are to be received and approved by SIOR before work commences. SIOR reserves the right to require complete certified copies of all required policies, at any time.

Subcontractor Insurance: The Contractor shall include all subcontractors as insured under its policies or shall insure that all subcontractors satisfy the same insurance requirements stated herein for the contractor.