



April 3, 2015

Request for Proposals Real Estate Brokerage Services

The mission of the Greater Syracuse Land Bank is to return vacant, abandoned, and underutilized properties to productive use. This is accomplished by acquiring and stabilizing these properties and then marketing them for sale.

The Greater Syracuse Land Bank currently has a high volume of properties in its inventory and anticipates listing many of these properties for sale in the Spring/Summer of 2015. An exciting opportunity exists for licensed real estate brokers to partner with the Greater Syracuse Land Bank through a brokerage contract to market/list Land Bank-owned properties for sale. We are currently accepting proposals for Real Estate Brokerage Services.

The Greater Syracuse Land Bank will be a unique client as the majority of our properties are “fixer-uppers” or vacant lots. Marketing these properties will require a creative approach and a thorough understanding of our policies, procedures, and buyer incentives. Please see our website for more information regarding our application process, standard sales contract, and other policies and procedures:

www.syracuselandbank.org

Qualifications:

- Licensed real estate brokers, who may have a team of agents working under them, who are motivated to sell properties to responsible buyers who will properly renovate and manage them to encourage neighborhood revitalization
- The lead broker on the proposal must possess a minimum of 5 years of experience as a NYS licensed real estate broker
- Must have an office in Onondaga County, preferably in the City of Syracuse
- Familiarity with the City of Syracuse real estate market and specifically trends in more distressed neighborhoods
- Knowledge of the various financial incentives and financing sources available to buyers of these type of properties and be prepared to help them make connections that will result in a successful project

Scope of Services:

- Please see Attachment A for the expected Scope of Services.

Non-Collusive Bidding Certification

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his knowledge and belief:

(1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor; and

(2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

(3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

The GSPDC expressly reserves the right at any time prior to May 19, 2015 to change the requirements or specifications of this bid and the services requested thereunder. The GSPDC further reserves the right to reject all bids hereunder and re-bid the job or, at its sole discretion, to not award the job to any bidder following receipt of any and all bids hereunder. The GSPDC shall not be bound to award the job, regardless of bids received. In no event shall the GSPDC be liable to any respondents for any costs incurred in submitting a response to this RFP. This RFP creates no legal obligations on the part of the GSPDC.

Proposal Requirements:

- Resume and copy of license for broker responsible for the account
- Approach to Market Analysis:

How will you go about performing market analysis and advising the Land Bank of a listing price given the 'fixer-upper' nature of most of the properties we list and scarcity of arms-length comps in some distressed neighborhoods? What rules of thumb will you recommend be applied to lowering prices based on consumer interest and time on the market?

- Marketing Plan:

The Land Bank's sales process differs from typical arms-length real estate transactions due to the Land Bank's efforts to screen applications and identify responsible buyers with sustainable, appropriate renovation plans (since we sell mostly "as-is" inventory), and to utilize an "enforcement mortgage" once a property is sold to ensure that the buyer follows through on their development plan. How will you work to educate buyers about this process and encourage applicants to submit high-quality purchase offers? In general, how will you market and attract attention to these listings?

Owner-Occupancy

One of the primary goals of the Land Bank is to attract owner-occupants to neighborhoods with lower-than-average owner occupancy rates in order to promote better property maintenance, increase property values, and help stabilize neighborhoods. We also think that more affordable homes in these areas can be a great opportunity for first-time home buyers to make a smart investment in an up-and-coming neighborhood and build equity. Please describe how you will attract owner-occupants to these 'transitional' neighborhoods, how you will promote the financial incentives that may be available to them, how you will educate buyers and buyers' agents about the Land Bank's sales process, and how you will promote loan products that may attract responsible buyers to 'fixer upper' properties.

Rentals

Describe in detail how you will market these properties to responsible local landlords or developers and/or how you will facilitate connections between responsible buyers and reputable local property managers. How will you make potential buyers aware of financial incentives that may be available to them?

- References:

Please include the name and contact information for three professional references who can attest to your performance as a seller's agent.

Compensation:

Please specify your proposed commission for each of the following property types:

- Residential
- Commercial
- Commercial Vacant Land

Include any dollar amount minimums required. Also explain how commissions will be split with buyer's agents.

The Land Bank reserves the right to award multiple brokerage contracts based on the quality of the proposals, relevant experience, and creativity of the approach to the Land Bank account.

Timeline:

RFP Issued:	April 3, 2015
Deadline for Written Questions:	April 17, 2015
Answers Posted Online:	April 22, 2015
Responses Due:	April 27, 2015
Finalist Interviews:	May 4 th – 12 th
Contract Awarded:	May 19, 2015

Submission:

Please submit proposals to:

Greater Syracuse Land Bank
Attn: Patrick Stanczyk
333 W. Washington Street, Suite 130
Syracuse, NY 13202
pstanczyk@syracuselandsbank.org

All submissions will be considered property of the applicant and will be treated as trade secrets not subject to the Freedom of Information Act.

Attachment A

Scope of Services:

- Prior to Listing
 - The listing agent will perform a comparative market analysis and based on nearby comparable sales prices, available financial incentives for property redevelopment, and the scope of necessary repairs, recommend a reasonable listing price to the Land Bank.
 - The listing agent will prepare an information packet for potential purchasers promoting grants and financing available for renovation and promoting the property and other positive aspects of the community. Consider partnering with a local lender to provide information on applicable financing such as 203k loans and other financing mechanisms that cover both purchase and renovation.
 - The listing agent shall post at least five clear, attractive, and representative photos of the property to the MLS listing.

- During the Listing
 - The listing agent will post all properties to the Multiple Listing Service (MLS) and attach the Land Bank's standard purchase contract and application forms and ensure that all properties listed for sale are accessible via an MLS lockbox (except in extreme circumstances where due to the nature of securing the property this is not feasible).
 - The agent will install a swing sign in the yard of properties for sale where conditions allow. Commercial properties may use a sign affixed to the structure.
 - The listing agent is expected to educate buyers and buyers' agents about the application process and educate them about the Land Bank's rationale for certain application requirements.
 - Ensure that buyers have fully completed the Land Bank's purchase application and pass complete applications on to the Land Bank immediately once submitted.
 - Listing agent will hold buyers' good faith deposits in their escrow account.
 - Assist the Land Bank in negotiating a fair sales price with buyers.
 - Provide the Land Bank with a monthly report summarizing all open listings, initial listing price, any price changes that have been made, and indicating the level of activity each property has attracted.
 - Advise the Land Bank regarding price reductions for properties that have been listed for an extended period of time and are not attracting adequate interest.
 - Inform the Land Bank immediately if you see maintenance deficiencies or physical conditions at the property that need to be addressed for public safety or in order to better market the property.

- Preparing to Close
 - Provide commission statements from the seller's agent and buyer's agent to the Land Bank's legal counsel and utility meter readings in order to expedite the timely preparation of a Statement of Sale.
 - If the buyer is using legal counsel, encourage them to have reviewed the purchase offer with their attorney prior to signing the offer (there is no attorney approval clause in the Land Bank's

sales contract; buyers must review with their attorney prior to submitting the offer) and submitting to the Land Bank. Ensure that buyer's counsel understands that the Land Bank's process differs from typical residential transactions and refer them to the information sheet attached to the purchase contract.

- Periodically check in on pending sales to ensure that the buyer has ordered title insurance if they plan to do so, that abstracts are being prepared, and that any inspections required by the buyers' lender are completed in a timely manner in order to expedite closing.

Exhibit "A" – MWBE Utilization Plan

Greater Syracuse Property Development Corporation

M/WBE Utilization Plan

INSTRUCTIONS: This form MUST be submitted with any bid, or proposal prior to the contract award. This Utilization Plan must contain a detailed description of the supplies and/or services to be provided by each NYS-certified Minority and Women-owned Business Enterprise (M/WBE), including the offeror if a NYS-certified MWBE, and estimated (or actual if known) annual dollar value under the contract and reflect the MWBE participation goals specified in the contract or procurement document.

Will there be M/WBE participation for services under this contract?

Yes complete this form No, please complete request for waiver form.

*Please note if the percentage of M/WBE participation in your utilization plan does not equal or exceed the contract goals you must complete a partial waiver form in addition to this utilization plan.

Services to be provided: _____ Solicitation Number _____

Total Contract Amount: _____ MBE \$ Goal: _____ WBE \$ Goal: _____

General/Prime Contractor Information

Offeror/ Contractor Name: _____

Address: _____ Email: _____

Business Phone: _____ Cell Phone: _____ Other: _____

Tax I.D. or SS #: _____

General/Prime Contractor is MBE WBE Dual Not W/MBE (check one)

List below the names of all proposed Minority/Women Business Enterprises joint venture enterprises, subcontractors, consultants, or suppliers, that are certified by the State of New York, the services they will provide, the amount of money they will receive, the date the project will start and its estimated date of completion.

<p>Name: _____</p> <p>Address: _____</p> <p>City, State, Zip: _____</p> <p>Telephone: _____</p> <p>Email: _____</p> <p>Federal ID No. _____</p>	<input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> Dual	<p><u>Description of Scope of Work Subcontracts/Supplies/Services</u></p> <p><input type="checkbox"/> Direct (Spending directly fulfilling contract obligations) Description: _____</p> <p><input type="checkbox"/> Indirect (Spending in Support of Company operations) Description: _____</p> <p><input type="checkbox"/> Copies of Written Agreements attached</p>	<p>Value \$ _____</p> <p>Percentage of Contract _____%</p>
<p>Name: _____</p> <p>Address: _____</p> <p>City, State, Zip: _____</p> <p>Telephone: _____</p> <p>Email: _____</p> <p>Federal ID No. _____</p>	<input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> Dual	<p><input type="checkbox"/> Direct (Spending directly fulfilling contract obligations) Description: _____</p> <p><input type="checkbox"/> Indirect (Spending in Support of Company operations) Description: _____</p> <p><input type="checkbox"/> Copies of Written Agreements attached</p>	<p>Value \$ _____</p> <p>Percentage of Contract _____%</p>

Exhibit "A" – MWBE Utilization Plan

Vendor Certification: I hereby certify that the information supplied in this utilization plan is true and correct.

SUBMISSION OF THIS FORM CONSTITUTES THE OFFEROR/CONTRACTOR'S ACKNOWLEDGEMENT AND AGREEMENT TO COMPLY WITH THE M/WBE REQUIREMENTS SET FORTH UNDER NYS EXECUTIVE LAW, ARTICLE 15-A, 5 NYCRR PART 142, AND THE ABOVE REFERENCED SOLICITATION. FAILURE TO SUBMIT COMPLETE AND ACCURATE INFORMATION MAY RESULT IN A FINDING OF NON-COMPLIANCE AND/OR TERMINATION OF THE CONTRACT.

Signature : _____ Date: _____

Print Name: _____ Telephone Number: _____

Title: _____ Email: _____

Exhibit "B"

REQUEST FOR WAIVER

Please see page two for documentation requirements. By submitting this form and the required information, the offeror/contractor certifies that every Good Faith Effort has been taken to promote M/WBE participation pursuant to the M/WBE participation set forth under the contract or proposal.

Contract Overview

Offeror/Contractor Name: _____ Telephone: _____

Address: _____ Federal ID No. _____ SFS Vendor ID: _____

City, State, Zip: _____ Solicitation/Contract No. _____

Email: _____

Type of Procurement: Competitive Bid Other Bid Response Due Date: _____ Est. or Actual Cost _____

Waiver Request Fill All Boxes with an X or N/A and provide justification (attach additional pages if needed)

- 1. MBE Waiver- A waiver of the MBE Goal for this procurement is requested. Total Partial
- 2. WBE Waiver - A waiver of the WBE Goal for this procurement is requested. Total Partial
- 3. Waiver- Pending ESD Certification - Check here if subcontractors or suppliers of Contractor are not certified M/WBE but an application for certification has been filled with Empire State Development.
Subcontractor/Supplier Name: _____ Date of filling: _____ Reference submission instruction on page 2, item 1.
- 4. Vendor does not subcontract construction/professional services.
- 5. Vendor subcontracts some of this type of work but at lower than bids/solicitation describes.
- 6. Vendor has solicited NYS Certified M/WBE firms for purposes in complying with participation goals without success.
Please see requirements: Reference submission Instruction on page 2, items 2-10.
- 7. Other: _____

Provide a summary of your justification for requesting a waiver.

By checking this box you verify that you went through the NYS ESD M/WBE Directory of Certified firms to view companies that you may be currently using or may use on this bid.

SUBMISSION OF THIS FORM CONSTITUTES THE OFFEROR/CONTRACTOR'S ACKNOWLEDGEMENT AND AGREEMENT TO COMPLY WITH THE M/WBE REQUIREMENTS SET FORTH UNDER NYS EXECUTIVE LAW, ARTICLE IS-A, 5 NYCRR PART 142, AND THE ABOVE REFERENCED SOLICITATION. FAILURE TO SUBMIT COMPLETE AND ACCURATE INFORMATION MAY RESULT IN A FINDING OF NONCOMPLIANCE AND/OR TERMINATION OF THE CONTRACT

Exhibit "B"
REQUEST FOR WAIVER

Vendor Certification: I HEREBY AFFIRM THAT THE INFORMATION SUPPLIED IN SUPPORT OF THIS WAIVER REQUEST IS TRUE AND CORRECT AND THAT THIS REQUEST IS MADE IN GOOD FAITH

_____ sworn to before me this ___ day of ___ 20__

Signature

Date

Notary Public

Print Name

Seal:

Title _____

Company _____

REQUIREMENTS AND DOCUMENT SUBMISSION INSTRUCTIONS

To be considered, the Request for Waiver form must be accompanied by supporting documentation for items 1-10, as listed below. If a Waiver Pending ESD Certification is requested, please see note below. Copies of the following Information and all relevant supporting documentation must be submitted along with the request.

Supporting Documentation:

1. Provide any other information you deem relevant which may help us in evaluating your request for a waiver.
2. Provide the names of general circulation, trade association, and MWBE-oriented publications in which you solicited certified MWBEs for the purposes of complying with your participation goals.
3. Provide a list identifying the date(s) that all solicitations for certified MWBE participation were published in any of the above publications and the text of said solicitation(s).
4. Provide a list of all certified MWBEs appearing In *the* NYS Directory of Certified Firms that were solicited in writing for purposes of complying with the certified MWBE participation levels.
5. Provide copies of notices, dates of contact, letters and other correspondence as proof that solicitations were made in writing and copies of such solicitations, *or* a sample copy of the solicitation, if an identical solicitation was made to all *certified* MWBEs.
6. Provide copies of responses made by certified MWBEs to your solicitations.
7. Provide a description of any contract documents, plans or specifications made available to certified MWBEs for purposes of soliciting their bids, and the date and manner in which these documents were made available.
8. Provide documentation of any negotiations between the Offeror/Contractor, and/or MWBE(s) undertaken for purposes of complying with the certified MWBE participations goals.
9. Provide the name, title, address, telephone number, and email address of the Offeror/contractor's representative authorized to discuss this waiver request.
10. Copy of notice of application receipt for MWBE certification issued by Empire State Development (ESD).

Note: Unless a Total Waiver has been granted, Offeror/Contractor will be required to submit all reports and documents pursuant to the provisions set forth in the Contract, as deemed appropriate by the Corporation and the State, to determine MWBE compliance.

FOR AUTHORIZATION USE ONLY

Reviewed By: _____ Date: _____ Waiver Granted: Yes ___ No ___

Total Waiver Partial Waiver Conditional Waiver ESD Certification Waiver